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Creative footwear

Incorporating THE SHOE STYLE DIGEST

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January 1939

COMFORT GOES MASCULINE

with

SHUGOR

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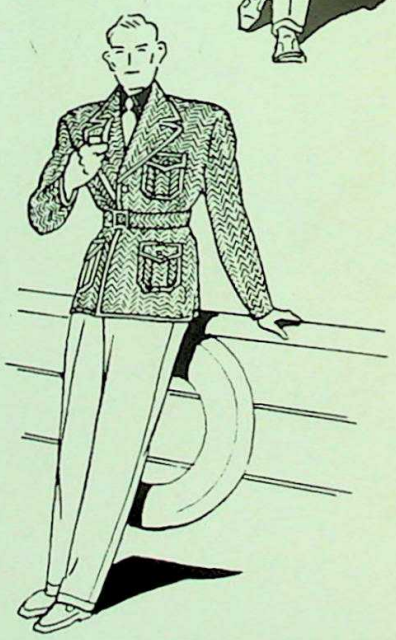
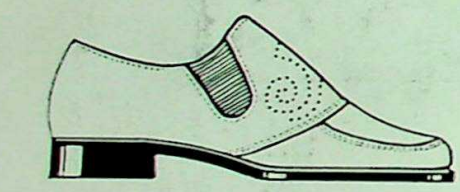
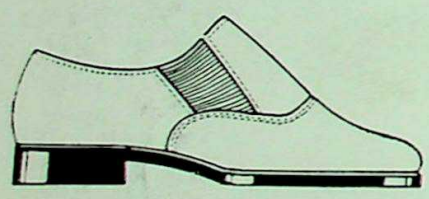
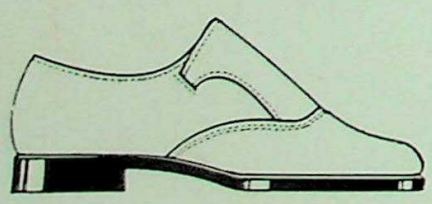
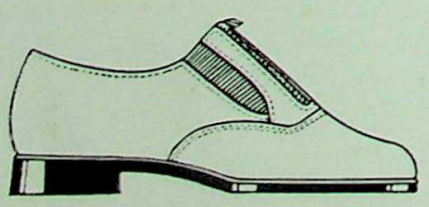
.C8











Here's a new, up-to-the-second conception of he-man shoe styling, in answer to the average man's life-long desire for foot comfort. Here's comfort with new style, smart as Bond Street, correctly masculine for business wear, swank for evening affairs, staunchly supporting for active outdoor use, ideal for loafing and leisure.

SHUGOR is the creative inspiration for a score of men's smart shoe styles, wherein the secret of perfect fit plus a new comfort is contained in the goring unit. SHUGOR is utilized in countless new patterns and in every conceivable adaptation of standard shoe designs. Because of new developments in finishes and construction, SHUGOR is as adaptable to men's smart footwear as it is to women's. Men's shoes are sensibly smart and infinitely more comfortable—with SHUGOR.

SHUGOR, with its patented reinforced-edge allows easy stretch across the instep, with constantly smooth top-lines; its PLURALASTIC construction ends needle-cutting and insures permanent flexibility. SHUGOR is the result of 75 years' experience in making shoe goring exclusively.

Copyright 1938 Thomas Taylor & Sons, Inc.

THOMAS TAYLOR & SONS

INCORPORATED

HUDSON, MASS.

Reinforced Edge
SINCE SHUGOR 1864
TAYLORED-TO-FIT

In the White Light of Fashion

INFANTA RUSSIA CALF

★ ★ ★

BUCKO CALF

★ ★ ★

KAFBUK SUEDE CALF

QUALITY LEATHERS

Distinctive in Character

★ ★ ★ ★ ★ ★ ★ ★

HUNT-RANKIN LEATHER CO.

106 BEACH ST., BOSTON

48,898

Creative Footwear

Incorporating THE SHOE STYLE DIGEST

HAROLD R. QUIMBY, *Editor* ELIZABETH AMBROSE, *Women's Fashion Editor* ARTHUR RILEY, *Men's Fashion Editor*

FEATURING THIS MONTH

JANUARY, 1939

CREATIVE FOOTWEAR'S CO-ORDINATION PORTFOLIO Pages **20-27**

What accessories will women match to one another this spring? What will they match to their costumes? What will they contrast? Creative Footwear gives its interpretation of this subject—a matter that takes eight pages. You'll want to examine each presentation carefully.

THE WOVEN THEME IN MEN'S Page **28**

Hurrah for huaraches! They have finally hopped the hurdle in the men's field and are going to put up a big battle for a big "cut" of the consumer's shoe dollar. Natty and different, they have a seat on the rostrum of spring fashions.

THE "NEWS" IN NEW SHOES Page **30**

We are writing of "news in men's" of which there is an overflowing cup of startling innovations. Sandals and Dutch Boys, perforations and weaves . . . never has one seen so many delightful surprises, several of which are shown in this issue.

SANDALS STRIKE A NEW STRIDE Page **32**

The galaxy of daring designs in rubber soled sandals that will be introduced this coming season speaks volumes for those who have been intrusted with the sacred duty of keeping abreast of fashion. Twenty new fashions, new colorful creations are picturized.

PROMOTION FOR FEBRUARY Page **34**

Creative Footwear believes that light wine will be a basic shoe color for spring, and that the best buy is a wine with a bluish cast, to tone in with the new make-ups, and the new clothes. It is all explained in "Red Propaganda," the title of our promotion for February.

THE WORLD WEARS ST. LOUIS SHOES Pages **35-50**

A special section devoted to St. Louis—a shoe manufacturing center since 1848. Today, more than 95 factories are located in St. Louis—54,000 workers enjoy steady employment—and the output in Missouri, of which St. Louis is the center, reaches the prodigious sum of $165,000,000.

PARIS FLUTTERS INTO SPRING Page **54**

Paris flutters into spring with the underlying beat of the military theme strongly evidenced. This idea is definitely marked in the designs that all creators are turning out and the results promise to make fashion history. Our latest Paris cable is also shown.

AND MANY OTHER INTERESTING AND AUTHORITATIVE FASHION STORIES.

Creative FOOTWEAR, Incorporating The Shoe Style Digest. Volume 17, No. 1. Published monthly by the Brown, Lockwood & Davenport Co., 210 Lincoln Street, Boston, Mass. Acceptance under the act of June 5, 1934, authorized April 2, 1938. Editorial and Executive offices, 210 Lincoln Street, Boston, Mass. Printed in U. S. A. J. G. Brown, President and Treasurer; A. C. Davenport and E. A. Brown, Vice-Presidents; Directors of corporation in addition to previously mentioned officers, Matthew Brown, Fred A. Collier, Warren A. Higgins, Arthur D. Knight, and Harold R. Quimby. Branch Offices, A. W. Randle, 130 No. Wells Street, Chicago; E. A. Brown and J. J. Moran, Room 809, Marbridge Building, 47 W. 34th Street, New York City; S. B. Koons, 327 Arch Street, Philadelphia, Penn.; Harry A. Chase, 121 Powers Bldg., 16 Main St. W., Rochester, New York; J. B. Tratsart, 93-97 Regent Street, London, W. I.; 47 Rue de l'Université, Paris, France.

FRONT COVER

Stylasted by Vulcan

Another smash hit by Vulcan—new big-volume last. Recently adopted by prominent manufacturer (name on request). Already in stock by demand from leading retailers in different parts of the country — positive guarantee of style, fit, repeat business. Number N 265. 17-8 heel. This model has been proven RIGHT under exacting tests conducted over a long period of time in an unusual variety of methods.

VULCAN CORPORATION

General office, Portsmouth, Ohio; Last style, sales, model-making—19 West 34th St., New York; Last plants—Portsmouth, O.; St. Louis, Mo.; Johnson City, N. Y.; Brockton, Mass.; Heel plants—Portsmouth, O.; St. Louis, Mo.; Columbus, O.; Johnson City, N. Y.; Clyde, N. Y.; Effingham, Ill.

For Spring
OFFER THE WORLD'S FAIREST
THE INCOMPARABLE
BEAUTY OF PATENT
LEATHER SHOES
THE NAME FOR FINE PATENT IS
SETON
LEATHER CO. NEWARK, N.J.

Why UNISHANK ?

Two decades ago fashionable shoes for women had plump outsoles and insoles and three square feet of uppers to the pair. A light piece of steel was shank enough.

Today's modes are lighter, smarter, and skeletonized. Greatly increased strength in the shank is essential. UNISHANK — a perfectly moulded unit — insole, steel, and reinforcer — gives exactly the added support required.

UNITED SHOE MACHINERY CORPORATION

BOSTON, MASSACHUSETTS

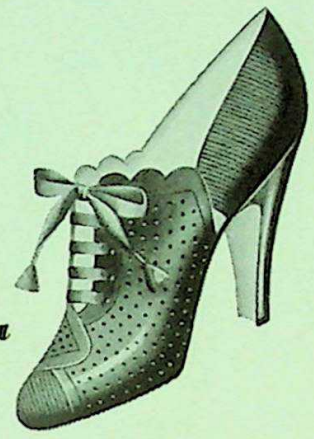
fashion at a price

Somewhere, today, an idea for a new shoe fashion will stir in a designer's mind. Tomorrow, his shoes will grace the feet of a lady whose clothes are news. And within a few short weeks, women on every Main Street in America will be buying the selfsame shoes for a fraction of the cost of the originals.

There is no longer any aristocracy of fashion. The radio-photo, the five-day crossing, the newscamera . . . and above all, high-speed American methods of mass shoe production have almost obsoleted the word "exclusive," applied to shoe ideas that are smart and practical and more than merely fads.

Today, Endicott Johnson is quick to place in the market, accepted high fashion . . . at a price: the only price that 97% of the American people want to, and can afford to pay.

If you carry shoes in the popular price brackets, it will pay you to investigate why 30,000 dealers find it profitable to buy high fashion shoes of proved saleability from Endicott Johnson's 5-million-pair stock!



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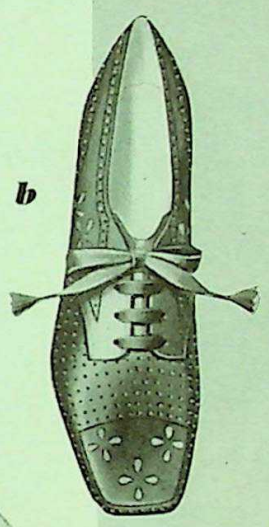

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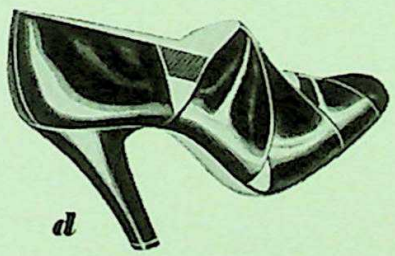

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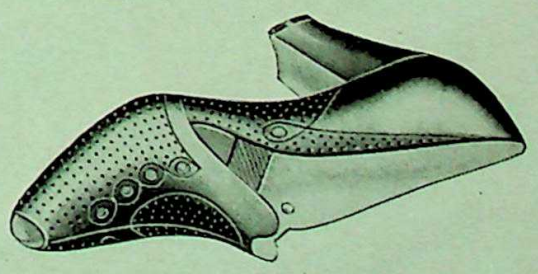


e

a Camisole Oxford in mat kid and gabardine
b "Wall Last" Oxford in London Tan
c Peeping toe patent sandal
d "Grecian drape" patent stepin
e Peeping toe stepin in London Tan

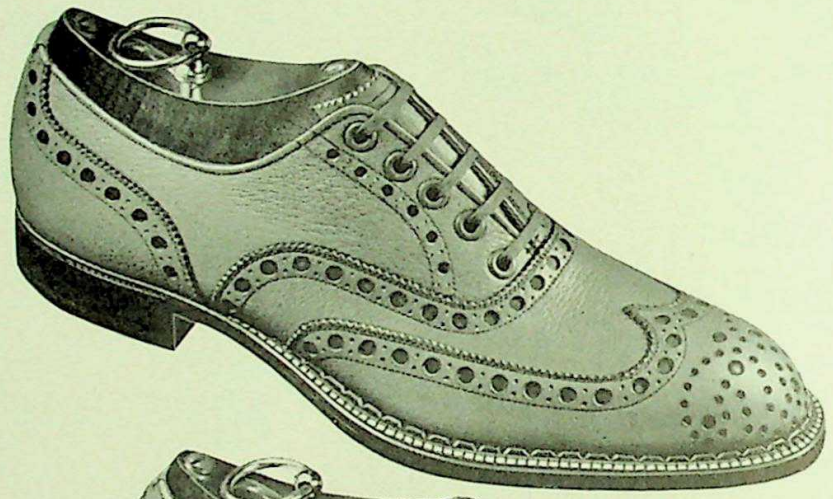
ENDICOTT JOHNSON

ENDICOTT, N. Y. NEW YORK CITY ST. LOUIS, MO.

Have your manufacturer accent your hand stained and "Antiqued" Custom Styles with

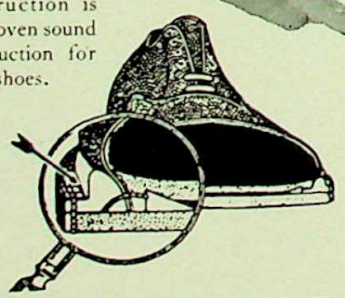
"ANTIQUE"

Now available in all BARBOUR Specialty Weltings



"ANTIQUE" *the new natural stained tannage* is now available in all of the popular BARBOUR Specialty Weltings. It meets the need of the protection and support that modern weltings give, and it is styled to be contemporary with the current surging trend toward custom reproduction shoes.

Wire your manufacturer today for sample shoes built with BARBOUR "ANTIQUE." We will gladly furnish working samples.



Goodyear Welt construction is the proven sound construction for good shoes.

BARBOUR Specialty Weltings are modern improvements of Goodyear Welting.

BARBOUR WELTING COMPANY

Brockton, Massachusetts

. . . WHY YOU
SHOULD SEE THE SCOOP

The Scoop is all that the name implies _____

"Sensational Origination of Style"

It is a step ahead of the present trend _____

"A Pacemaker"

It meets with enthusiastic consumer's acceptance _____

"Therefore an easy seller"

SCOOP PROFITS WITH THE SCOOP

On Display
NATIONAL SHOE FAIR
HOTEL STEVENS, CHICAGO
JANUARY 3 to 6, 1939
ROOMS
1359-1360-1361
1362

HOTEL STATLER — JAN. 9 to 11 ROOM 618

BOSTON SHOE SHOW

CREATORS OF PAST OUTSTANDING SUCCESSES

The Sportana . . . The Vesta . . . The Chinease

EASTERN FOOTWEAR CORP.

MAIN OFFICES & FACTORIES DOLGEVILLE, N. Y.

SCOOP PROFITS WITH EASTERN

I. Miller & Sons' slashed elasticized Calf. Hubschman's Tandrite Calf, color No. 992.

Tandrite Calf's

exciting, vibrant colors are the perfect answer for the fascinating foot fashions of today.

Not only in colors does Tandrite lead, but in exquisite, satiny finish . . . fine grain . . . and pliable, shape-holding "body".

TRULY

THE MASTERPIECE OF THE TANNER'S ART.

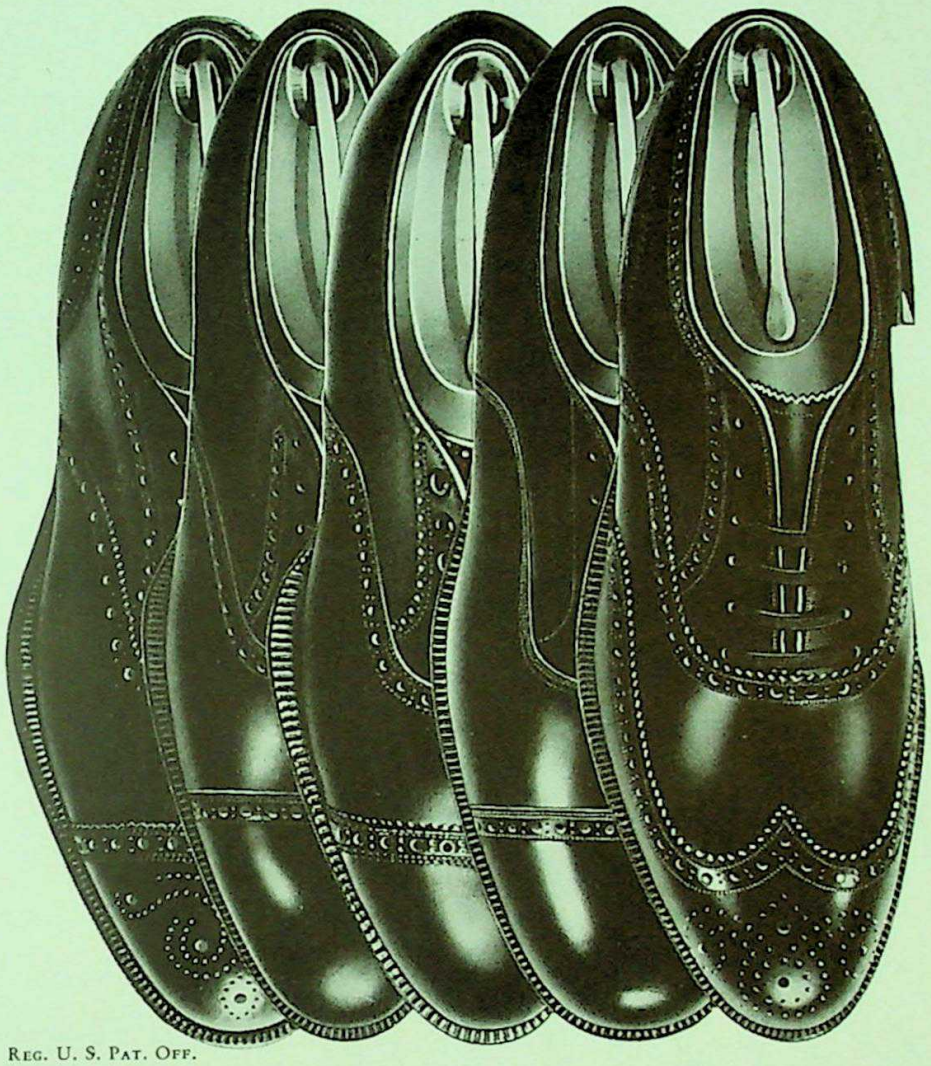
TANDRITE CALF

by E. HUBSCHMAN & SONS, INC. PHILADELPHIA

Creative FOOTWEAR

Foot-Joy Talking Points-

MARK THE PEDIGREE OF A THOROUGHBRED SHOE



Reg. U. S. Pat. Off.

1 **COMFORT**
... all of a man's weight evenly distributed within the shoe.

2 **STYLE**
... authentic in shoes for all occasions.

3 **FEATURES**
... famous features demonstrated by Foot-Joy chart.

4 **ENDORSEMENTS**
... from men in all walks of life wearing Foot-Joy shoes for many years.

5 **REPUTATION**
... known from coast to coast as boot makers to gentlemen since 1857.

Shoes reading from left to right: Style Nos. 1147, Black Norwegian Oxford; 1028, Black Calf Oxford; 6003, Black Calf Oxford, hand made; 1013, Black Calf Oxford; 1130, Black Calf Oxford.

Beginning the new year, we are pleased to extend again a cordial welcome to dealers to make full use of our stock room. We carry most styles in stock in sizes from 5 to 14, widths from AAA to F. Remember when properly fitted Foot-Joy shoes are often just what the foot specialist would order to eliminate tendencies towards arch and other foot troubles. And yet Foot-Joy shoes sell on sight, on style alone. Send for your free copy of our catalogue.

FIELD and FLINT CO.

"Boot Makers to Gentlemen Since 1857"

BROCKTON MASSACHUSETTS

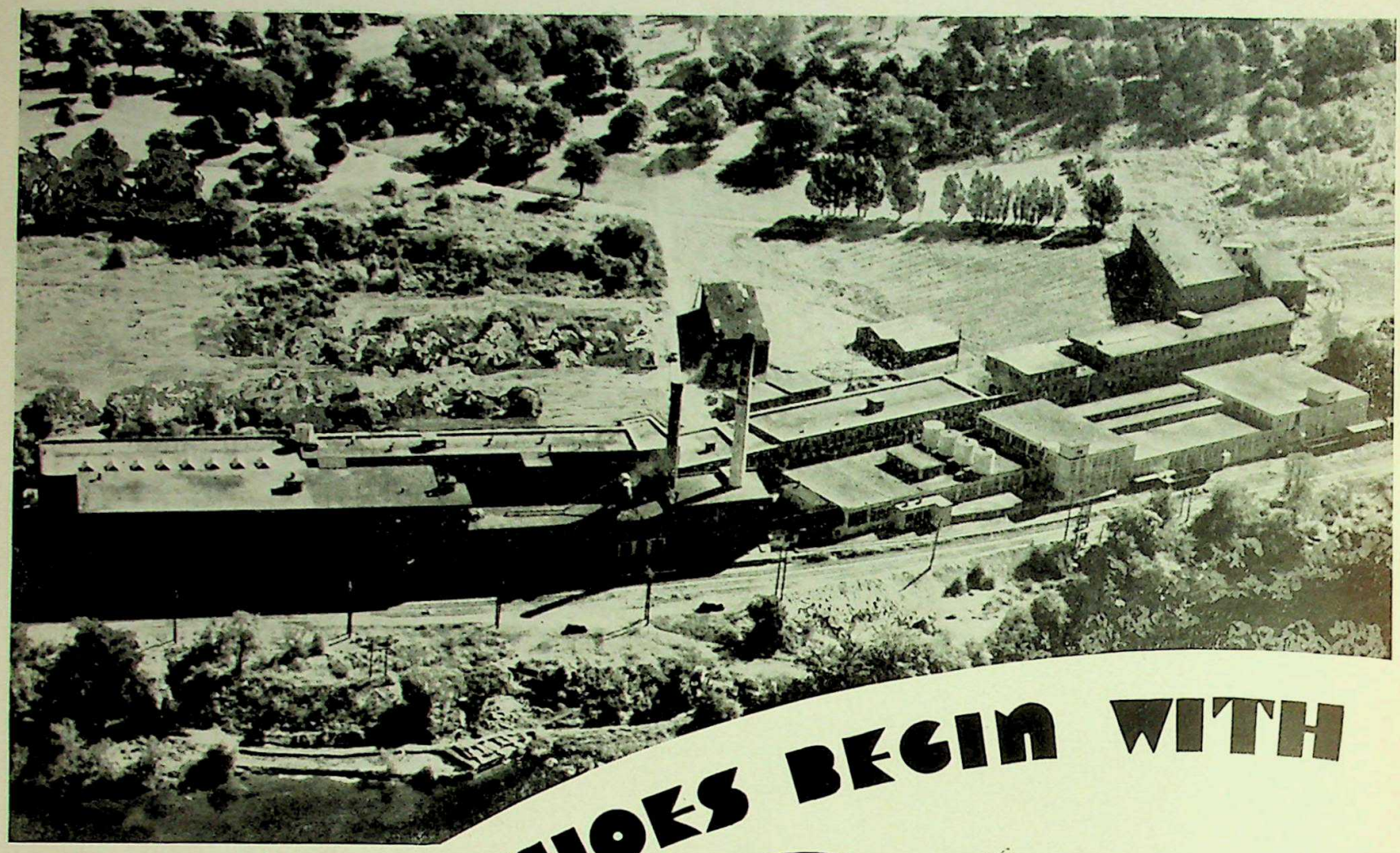
Also makers, Dr. M. W. Locke and Anatomlk shoes for men

Foot-Joy

REG. U.S. PAT. OFF.

"The Shoe that's Different"

NATIONAL SHOE FAIR, JANUARY 3-4-5-6, 1939, STEVENS HOTEL, ROOM 632



BEAUTIFUL SHOES BEGIN WITH BEAUTIFUL *Leathers*

The beauty of Rosebay Willow Calf is not due to chance. It is the ultimate result of thirty-nine years painstaking research and development at our Lowell, Massachusetts tannery, shown above.

Rosebay Willow Calf is a popular member of our line of seventeen fine leathers that cover the requirements of all modern shoe manufacturers.

ROSEBAY WILLOW CALF

the Leather of Lasting Newness

American HIDE AND LEATHER COMPANY
BOSTON

Presenting

DREAM WALK *Raffia Sandal*

The most colorful, scintillating creation ever presented to the trade. Can be retailed at $2.00. *Don't fail to see this line.*

At the HOTEL STEVENS
CHICAGO, *Room* 815
During the
NATIONAL SHOE FAIR
January 3 to 6, 1939

Novelty Slipper Co., *Inc.*

121-131 WEST 19TH ST. NEW YORK CITY

NO. 1460
GABARDINE

Once again Fashion has placed its stamp of approval on Gabardine for spring footwear fashions.

No. 1460 Fine Twill Gabardine retains its leadership for richness and wearing quality.

Can be readily cleaned with brush, soap and water or benzine and similar cleaners.

Sample books on request.

J. EINSTEIN, INC. ONE PARK AVENUE NEW YORK, N. Y.

1921

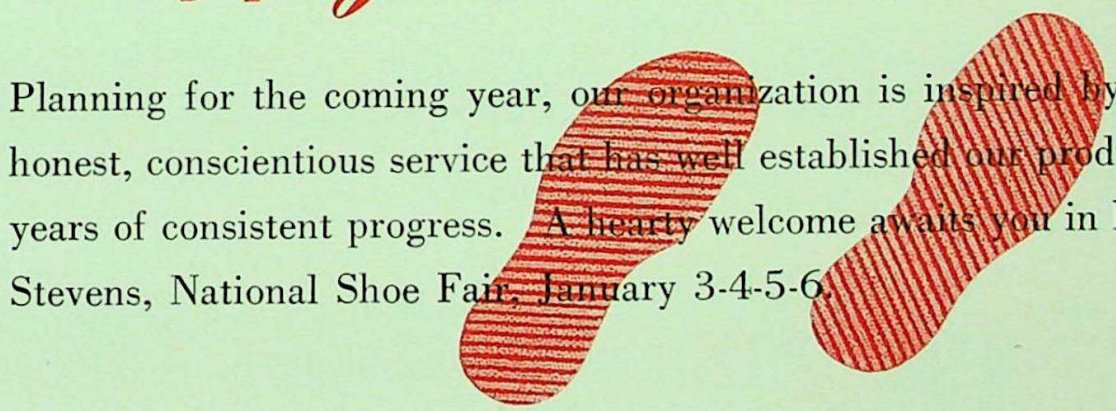
18 years of Good Wishes and may there be many times 18 more!

1938

THE LIMA CORD SOLE AND HEEL CO.

A Happy and Prosperous 1939

Planning for the coming year, our organization is inspired by the same spirit of honest, conscientious service that has well established our product during eighteen years of consistent progress. A hearty welcome awaits you in Room 758-A, Hotel Stevens, National Shoe Fair, January 3-4-5-6.



Geo. CORD

Fully Protected by Patents
Any Infringement Will be Prosecuted

THE LIMA CORD SOLE AND HEEL COMPANY
Exclusive Manufacturers
LIMA, OHIO

RAW Cord

NON-SLIP • LIGHT WEIGHT • LONG WEARING • WATERPROOF • SAFETY

RESTFUL PRESENTS:

The Spring Sandal Promenade

In step with fashion tempo, Restful Sandals in a variety of color combinations, are acclaimed by leading shoe buyers as the outstanding sandals for 1939

And do not overlook

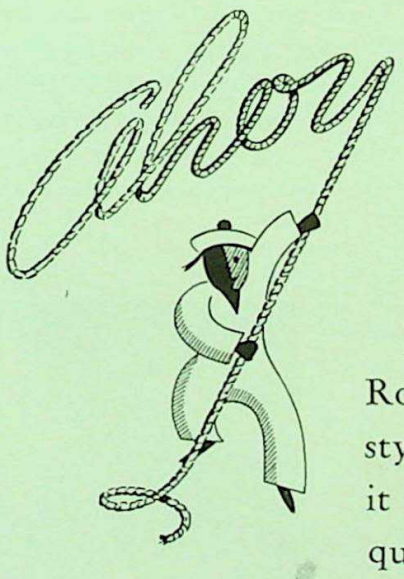
HUR-RAH-CHA'S

See them on display

ROOMS 1109-A, 1110-A
HOTEL STEVENS, CHICAGO
JAN. 3 TO 6

RESTFUL FOOTWEAR COMPANY

31 WILKINSON AVENUE, JERSEY CITY, N. J.



THE Ropee! a new sole by Avon . .

Right on deck ready for action is the Ropee, a new sole by Avon with lots of style to it. Correct as a commodore's cap, it has stamina, too . . . made of the same quality rubber as all Du-Flex Soles. The Ropee is yours to command—and *demand* in making your plans for a big sports season.

Be sure to visit our complete exhibit at the National Shoe Fair, Stevens Hotel—Room 764

. . . and for the LADIES, too!

Avon Sole Company, Avon, Massachusetts

MANUFACTURERS OF DU-FLEX PRODUCTS

BECKWITH BOX TOES

What do we mean —

VAPOR *Conditioned?*

just this — that only a harmless mild *vapor*, so gentle as to be hardly visible, is necessary to render the box toe plastic for bed-lasting.

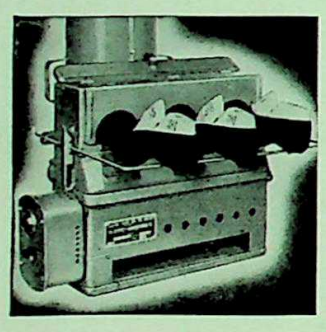
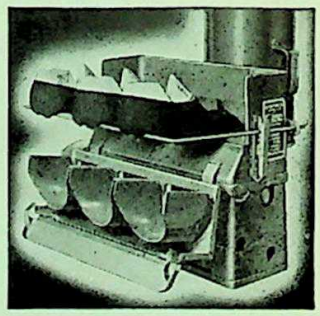


Illustration shows our Model 6020 bed-lasting conditioner with drafts arranged for use with general leathers, i.e. calf, kid, patent, etc. Hood vent is open to draw vapor obliquely through toe holes preventing any excess condensation on upper leather. SAFE!

Our development of the famed WS material permitted us to dispense with much of the moisture formerly needed to soften the box toe. New ideas on *vapor* conditioning were advanced, built into metal and tested. Engineers and chemists worked on a common problem — the coordination of the box toe and its conditioning apparatus. Today the patented WS box toe operates in its custom-coordinated equipment at full efficiency with either a mild vapor or a vaporless dry heat. Innersoles and upper stock are not affected by this *regulated* procedure and the slight absorption of moisture by the upper leather during the brief period of toe conditioning lessens the leather's natural resistence to the conforming action of the wipers and beneficially makes the production of well lasted toes more simple and certain.

Over forty different currently distributed box toe materials in use with thirty types of apparatus testify to our specialization in unifying each box toe type and its specific conditioning method. Investigate the advantages of Beckwith *coordinated* thermoplastics. Learn by demonstration, at our expense, how they give you quality results and save production time and money.



Model 6020 showing hood in position for delicate fabrics and bark-tanned leathers. Dry heat and moisture combination rises through perforated baffle plates conditioning the box toe without affecting the upper stock which is exposed to air on all sides. SAFE!

FAVOR TIME **USE A QUALITY *THERMOPLASTIC* BOX TOE**

BECKWITH MANUFACTURING CO.

DOVER, NEW HAMPSHIRE

SHERBROOKE, QUEBEC CANADA

MILWAUKEE, WISCONSIN

AGENTS: GEO. A. SPRINGMEIER CO., CINCINNATI, OHIO

WRIGHT GUHMAN CO. ST. LOUIS, MO.

MAY 16 1939
U. S. PATENT OFFICE

Creative footwear
Incorporating THE SHOE STYLE DIGEST

COLOR—A MAGICAL INFLUENCE

OUT of the beguiling maze of information which is storming across the fashion front there come deep throated rumblings, occasionally interspersed with brilliant lightning like thrusts, of a potent force that is sweeping down upon the industry. It is the matter of Colors. This is not a new force, a new factor, or a new condition because we have had colors in one form or another in this industry for years. But what we have had in the past, if we read the signs right, is but a gentle zephyr compared to the hurricane of color inspirations which we will witness in the season to come.

Color, today, is in every phase of human activity. All of the innumerable hues of the rainbow, in all their variations of light and shade, are producing a dramatic spectacle in a multitude of applications in all forms of industrial, commercial and social activities. Colors, today, are a very definite force in human living and because of this are fast becoming a potent factor in the designing of fashionable footwear.

As the shoe industry enters the year 1939 it is accompanied by such colors as burgundy, japonica, cranberry, fuchsia, cyclamen and a myriad of other pleasing hues and shades more of which is written about in the pages that follow. Color, in the broad sense, is fundamental, basic if you please. By that statement we mean that while certain colors will come into costumes and shoes, will be accepted in a broad manner, and then will disappear from the fashion picture, their stimulating influence will create in the minds of wearers and consumers a great and lasting appreciation of what color is, what it does, and how it can be properly applied as a harmonizing, accenting or contrasting agency. Therefore, from this point of view and because of the educational and emotional influences which are at work, color is a factor that is here to stay in the fashion field, a factor that must be closely and assiduously studied and understood insofar as we are able to conceive its power and its results.

Let no man believe that Color and Colors is a simple matter. It is difficult for the ordinary layman to believe that there are thousands of colors, yet we are reliably informed that a dictionary of color is available which contains specimens of over seven thousand colors. Each of these colors depends upon contrast for life. Even popular white, and grays, and black serve this purpose, and in a broad sense these, too, are colors.

Dr. Matthew Luckiesh, in his recent book entitled Color and Colors, writes, "To human beings the ultimate effects of color and colors are human responses. For every mood there is a magical color the influences of which reach to the innermost recesses of our sensibilities." Man—a sensitive being. Man—responsive to a multitude of colorful impulses. That's why color provides so many possibilities, so many opportunities, such a wide field for expansion in all branches of the shoe industry. The wide sale of beautifully colored apparel and the variety of colorful articles that go into the home are evidence that buyers respond to this intriguing force . . . and are indicative of the results that are obtainable in footwear when this magical influence is harnessed and properly controlled in a common sense manner.

Harold R. Quimby, Editor

CREATIVE FOOTWEAR'S COORDINATION PORTFOLIO

WHAT accessories will women match to one another this spring? What will they match to their costumes? What will they contrast? CREATIVE FOOTWEAR presents the following summary of its own theories on the subject—see the seven pages that follow:

Basic Coordinations

What will women do with shoes and bags in light wine, bright reddish tan, Paris blue, caramel?

When the costume is dark (black, navy, brown), they'll choose either a shoe or a bag in one of the colors mentioned above, but they'll match the other member of the team to the costume, unless they want to look choppy.

When the costume is in a light, bright or neutral color (as many will be this spring) they'll match bag and shoe to one another, to avoid confusion.

When the costume is in a combination of colors, they'll match bag and shoe to the darkest.

Note—The last two rules go for black and navy accessories, as well as the colors mentioned above.

Secondary Coordinations

What will women do with gloves, flowers, hats, veils, in light wine, bright reddish tan, Paris blue, caramel?

They'll go in for top-and-toe contrasts — wine shoes and wine carnations on the lapel, caramel shoes and burnt straw hats, veils to match shoes.

They'll follow pretty much the same rules for glove-and-shoe tie-ups as for shoe-and-bag tie-ups—that is, they'll match a glove to a shoe when the costume is in a light color, because the introduction of an additional color in the glove would clutter up the ensemble. But when the costume is dark, they're apt to match it in a glove, or go to white, or a neutral shade, or one of the new:

Blossom Colors

Pink, light blue, citron, gold—all anticipated in gloves, hats, veils and flowers.

Very often, they'll tie up their gloves and boutonnieres, their hats and blouses. Suggest to them a group of:

Double Coordinations

Black suit	Light wine shoes or bag	Pink gloves and veil
Black suit	Bright reddish tan shoes or bag	Gold gloves and gold boutonniere
Black suit	Patent shoes	Citron gloves and boutonniere
Navy suit	Caramel shoes	Pale beige gloves and burnt straw hat
Navy suit	Navy shoes	Light blue gloves and veil

Note—Women will like bag, gloves or any other accessory to match the platform of the shoe, because the platform is still news, and a matching accessory plays it up.

Note—Flowers are coming in a big way, and boutonnieres are easy to stock, because they present no size problem. Play them up in wine, to match shoes, in blossom colors, to match gloves, veils, hats, blouses.

Note—Colored belts are coming along with the monastic silhouette in dresses. The belt to match the shoe is news.

Remember

Too Many Accessories That Match Each Other Can Ruin a Costume.

CREATIVE FOOTWEAR'S PORTFOLIO
OF
SPRING ACCESSORY ENSEMBLES

COUNTRY TWEED

"Alligator Carries Into Spring"

THE informal quality of this tweed suit is reflected in shoes of tan alligator, an alligator belt and the alligator calf compact and cigarette case. (Surprisingly enough, alligator, in a wide range of colors, seems fairly important for spring.) A hat of rust felt repeats the accessory color note. For country activities she might carry a large soft calfskin bag. CREATIVE FOOTWEAR doesn't believe in too many accessories matching and suggests in this case, the natural pigskin glove to complete the country outfit.

Accessories courtesy of: Stitchdown oxford by Avon Shoe Co., Hat by Sally Victor, Belt by Burkbe Leather Co., Gloves by Daniel Hays Co., Compact and Cigarette Case by Rex.

48898

COLORED WOOL FOR TOWN

"Wines Can't Be Wrong"

SOFT little suits of colored wool will be all over the place this spring—bright blue, teal, lime, gray, natural, rose-red. And there will also be a crop of cyclamen or shocking pink jackets, with dark or neutral skirts. The point is that wine shoes are practically fool-proof with any or all of these colors *provided that the wine has enough blue in it.* Considering the amount of color that is already in the costume, the bag had better match the shoes.

Accessories courtesy of: Wine calfskin shoes by Schwartz & Benjamin; wine calf bag by Goldsmith Bros.; wine gloves by Daniel Hays Co.

CREATIVE FOOTWEAR'S PORTFOLIO
OF
SPRING ACCESSORY ENSEMBLES

THE SOFT SUIT

"Dark Suit, Dark Shoes, and Bright Accessories"

It makes sense, Creative Footwear feels, to match shoes to the dark suit. Then the costume is a perfect background for any choice of bright accessory. We show here a flower, belt, handbag, and gloves, all of which are available in high colored suedes. Suggest to your customers that they pick two accessories in a bright color such as the fuchsia, which we show here, and match the rest of their accessories to their suit. Gloves in any case may be dark to match the suit, they may pick up the accent color note, or they may be white or beige.

Accessories courtesy of: Elasticized gabardine shoe by I. Miller; accessories of matching suede leather from Brody & Co. include: bag by Ingber & Co., gloves by Boulevard, belt by Slote & Klein, flower by Aster Flower Co.

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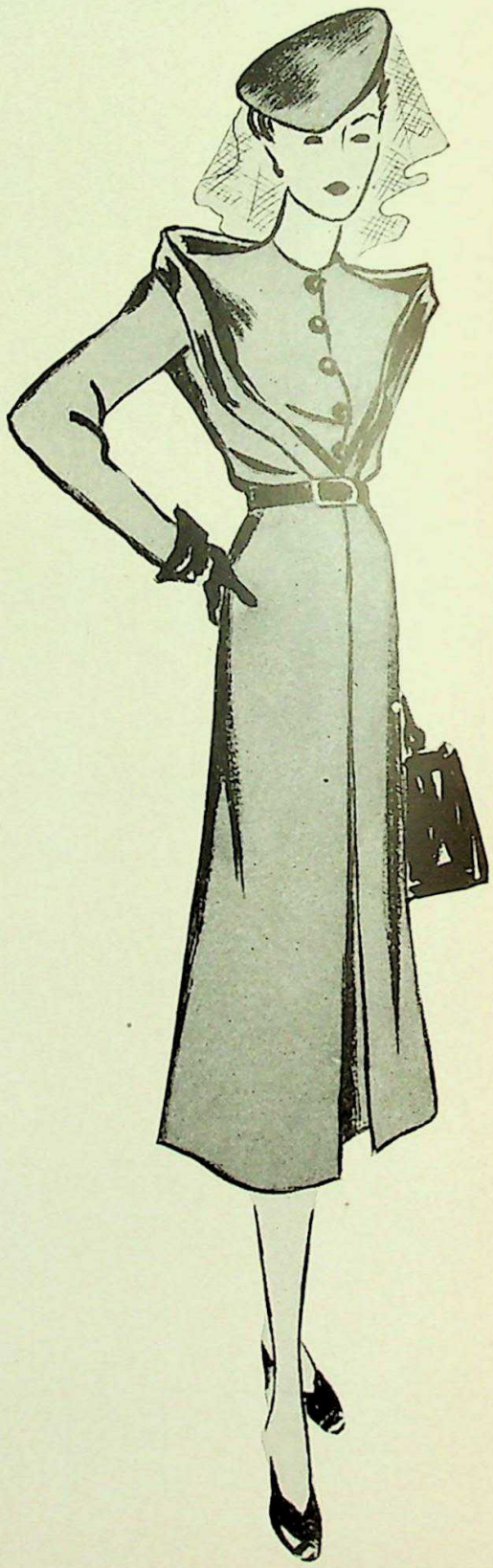
CREATIVE FOOTWEAR'S PORTFOLIO
OF
SPRING ACCESSORY ENSEMBLES

Accessories Courtesy of: Calf shoes from Schwartz & Benjamin; suede ensemble; hand sewn gloves, bag, belt from Carl Reidner.



THE TOWN COAT

Navy Coat Takes Navy Shoes Accessories Match the Platform

THE greatest spring costume of all in numbers will be the navy-blue town coat. CREATIVE FOOTWEAR suggests a new twist to the accessory line-up for this great favorite. The shoes here are navy kidskin with colored platform. We found a smart top handle bag, belt and gloves made of suede in a color to match the platform — a bright purply blue.

CREATIVE FOOTWEAR'S PORTFOLIO
OF
SPRING ACCESSORY ENSEMBLES

Accessories Courtesy of: Patent leather shoe by Laird, Schober; bag by H. Margolin & Co.; hat by Sally Victor; gloves by Daniel Hayes Co.

THE ENSEMBLE

Black Patent Placed for Spring

THE black patent leather shoe will be a favorite choice for many kinds of costumes. When it is worn with a dark silk ensemble, as sketched here, the patent leather bag teams with it perfectly. The woman then may introduce a color accent (in this case; yellow), in a veil, and matching chamois gloves.

CREATIVE FOOTWEAR'S PORTFOLIO
OF
SPRING ACCESSORY ENSEMBLES

Accessories Courtesy of: Colored kid evening shoes by Palter De Liso; flowers from Herman Plaut Inc.

SPRING EVENING

"Brightly Colored Kidskin Evening Slippers"

You'll sell colored kidskin in vivid tones to smart customers for their new evening dresses this spring. Customers will choose them to contrast or highlight the color in their dress, and they will want a second accessory somewhere which repeats the shade in their slipper. We suggest jewelry, scarfs or flowers to complete the ensemble. We selected a bunch of violets to match the purple tone of the kidskin shoes photographed in above panel.

CREATIVE FOOTWEAR'S PORTFOLIO
OF
SPRING ACCESSORY ENSEMBLES

ACCESSORY COORDINATION COLORS FOR SPRING

Basic Colors for Shoes, Hand Bags, Belts and Gloves

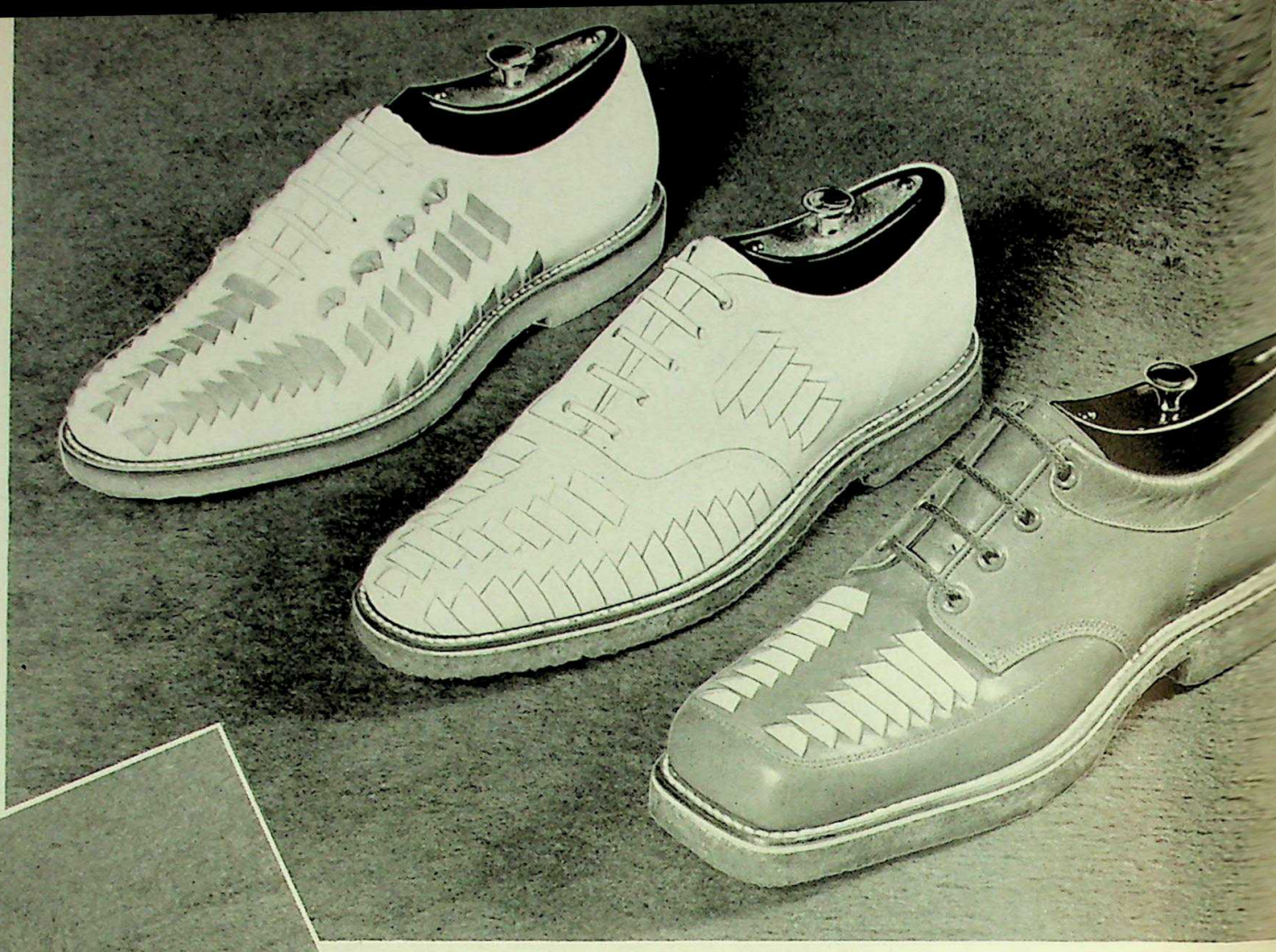
Navy
Paris Blue
Red Burgundy
Japonica
Sienna Rust
Cranberry
Caramel

EARLY sales have proved these to be the leading shoe colors and hence the colors which will be followed as *basic colors* by the handbag, belt and glove industry. The glove leather tanners have officially chosen the two Blues, Red Burgundy, Japonica and Sienna Rust and will promote them as the "County Colors." The handbag industry is planning a similar coordination with these same shades. Caramel and Cranberry will also be coordinated by many individual firms for gloves, handbags and belts.

Accent Colors for Shoe Trims, Patent and Glove Leather, Bags, Gloves, Belts

Pink
Light Blue
Citron
Gold
Fuchsia
Cyclamen
Teal Blue
Violet
Rose

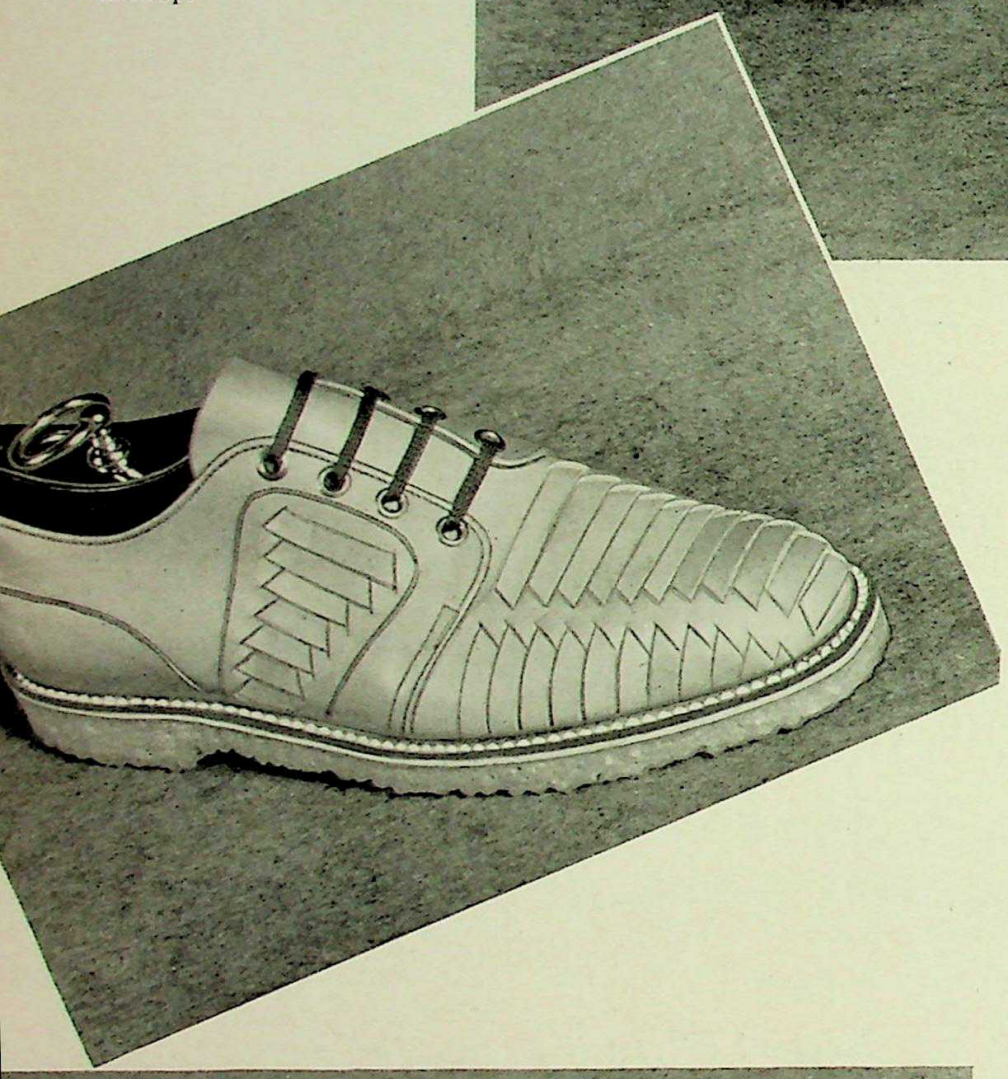
A SECOND group of accent colors is becoming widely accepted through the shoe industry for platforms and trims. The other accessory lines — handbags, gloves, belts, gloves and flowers as well as the hat industry—will use these colors to accent costumes, particularly when navy blue or black patent shoes are the choice. The County Colors of the glove trade will include, as accent colors, Gold, Fuchsia and Teal Blue with Caramel listed in this case as an accent rather than a basic color.



Right panel, reading left to right, (1) all-over white with natural tan weave by Freeman, (2) all-over white model by Brown Shoe Company, (3) all-over light tan with white weave by Brown Shoe Company.

Center panel, all-over natural tan Edgerton model by Nunn-Bush.

Bottom panel, left, all-over natural tan sandal style by Freeman. *Right,* combination dark and light tan model by Winthrop.



THE WOVEN THEME IN MEN'S

HURRAH for huaraches! They have finally hopped the hurdle in the men's field and from present indications are going to put up a big battle down the home stretch in the race of captivating the purse strings of leisure seeking Americans. Often, in the past few months have we written of the dramatic things that are happening in the men's end of the shoe business. Woven shoes are dramatic. There's nothing trite or staid about them. They breathe the atmosphere of old Mexico and the pleasures that take place under sunny skies, cruises and all sorts of leisure occasions. Naturally, we don't think that woven shoes are going to a part of every man's shoe wardrobe but we do believe that a sufficient number of men who "want to be different" will find in this type of footwear a satisfactory outlet through which they can express such a desire. Woven shoes, as you'll remember, originated in Mexico. They moved up the coast line into California and the Pacific Coast regions and then hopped straight across the country to the east coast. Originally in natural tan leather they are now being shown in a variety of colors and color combinations, and unique pattern designs.

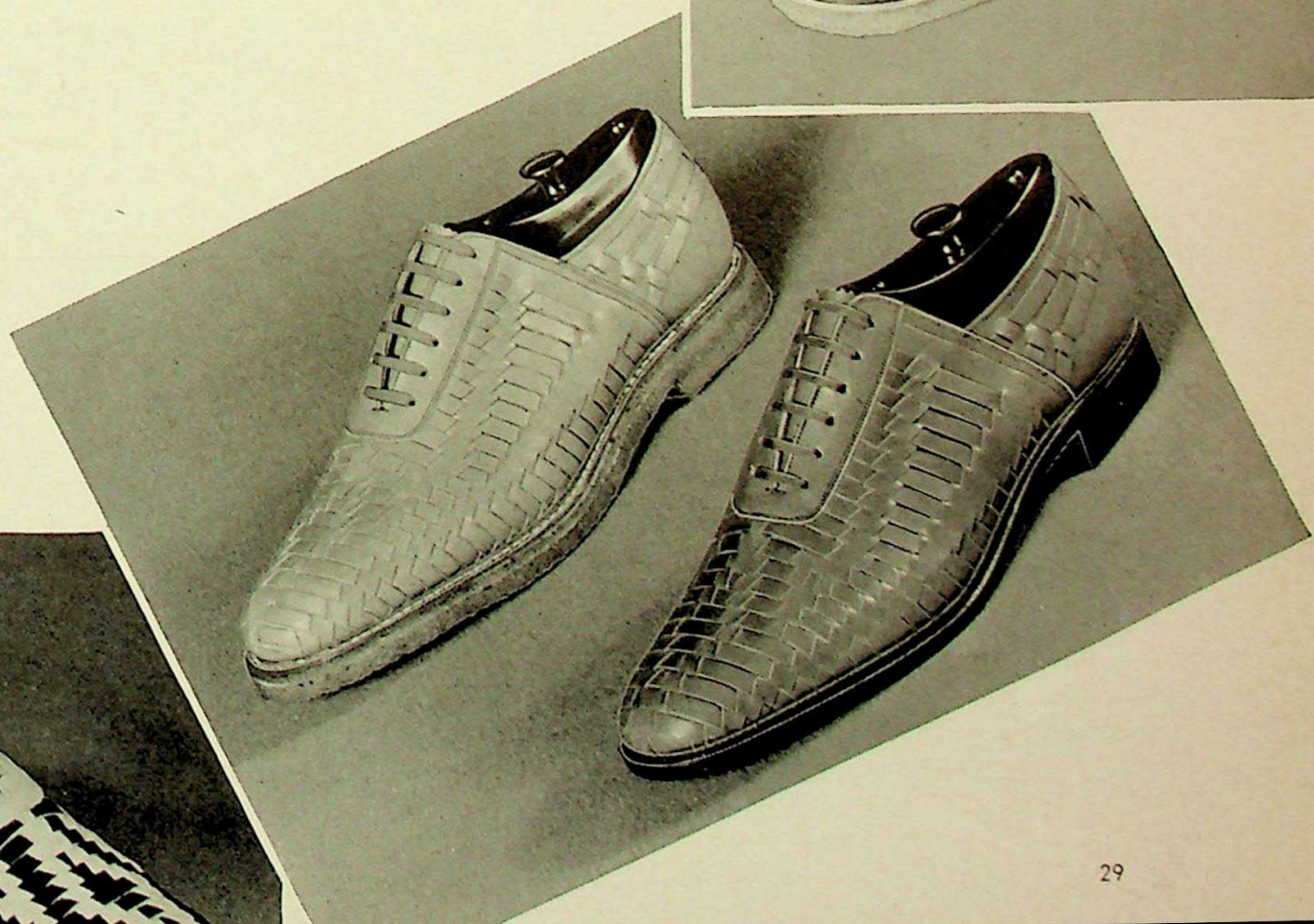
Top: Strap Sandaleros by House of Crosby Square. Shown in luggage tan with crepe sole, also made white with leather soles.

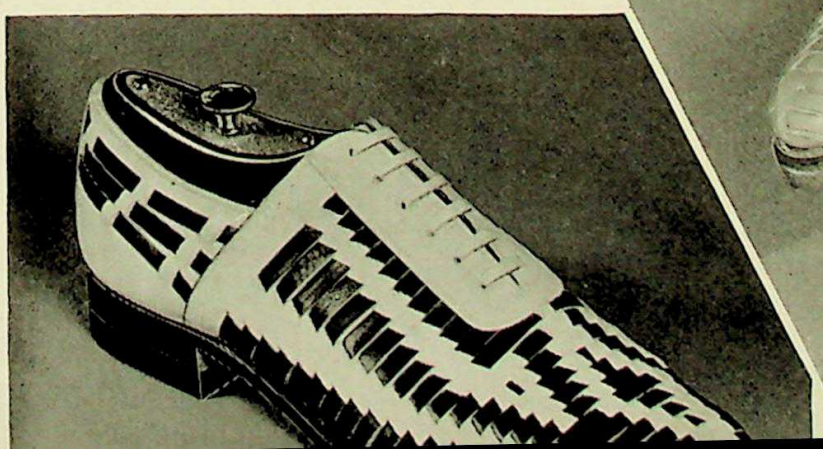
Extreme Right: Laced woven shoe by House of Crosby Square, in luggage tan with crepe sole and heel.

The woven shoe trend started in the leisure field but reports received from retailers on the Pacific Coast, the south, and also in Chicago it is believed that when they have soft box toes and counters to hold their shape they will swing over into the street shoe field. The great majority of these shoes are unlined and thus they provide the utmost in ventilation. And, of course, as we all know air cooled shoes will be in bigger demand this season than e'er before. The low-down on how these shoes are being ordered has been given us by one manufacturer who believes that possibly 85% will be in solid colors; that is, luggage tan, white, and a medium shade of tan that is sort of in the antique classification. Two-toned shoes are exceptionally natty, have a dramatic appeal about them, focus attention on this new trend and will be the shoes that the bell-wethers of masculinity will demand and wear. From all indications woven shoes, the new Dutch Boy last, and sandalized shoes for men will be the big "talk" of the new season.

(*Right panel*) *Left*, luggage tan, crepe sole and heel, by Curtis Shoe Co. *Right*, flexible leather sole model in a medium shade of tan, by Curtis Shoe Co.

Below, black and white model, leather sole, rubber heel, by Curtis Shoe Co.





Above — two J. P. Smith models with soft toes, light weight, flexible construction. *Left*, medium tan. *Right*, white and medium tan. Note narrow mud-guard effect.

Right, reading left to right. (1) Combination white and tan by Holland. (2) Another Holland model in white buck and smooth tan. Note narrow strippings that accentuate pattern. (3) House of Crosby Square white and tan model. Perforations on wing tip run to edge of sole.

THE "NEWS" IN NEW SHOES

KEEP your eyes and ears open during the next few weeks for the most startling innovations ever introduced in the men's shoe business. On this spread we show a few of the delightful surprises which are in store for you and your customers, and as the season progresses there is every likelihood that a myriad of other attractive patterns and features will be presented. Of course, everyone, or almost everyone, is aware of the new woven shoes which are being introduced—we show a page of them in this issue. Men's sandals are definitely in the picture for spring and summer. These are being shown with both leather and crepe soles, the uppers are attractively designed and usually are in the newer types of leather such as saddle tan and antique finish. Perforations play an important role in sandals.

There is also a new type of shoes just recently introduced which has much in its favor. Two of these shoes are shown in the upper left. These shoes are of the flexible type of construction with soft toes and while they have all the elements of fashion built into them they also embody a full measure of comfort giving qualities.

Dutch Boys on the new rocker bottom last are going across in a strong manner. Last month we showed two pages of these smartly patterned shoes and since that time they have moved on into the boys' field. DUTCH Boys are the type of shoe that you can rave and rant about. There is nothing conventional about them and they are about the easiest walking shoe imaginable. Consequently, you'll probably find an excellent outlet for Dutch Boys among collegians and the young gad abouts who take their fashions "straight and full bodied."

Perforations can not be denied a place in the sun. Once a chap has worn perforated shoes and felt cooling breezes waft over his hot dogs—he's sold on air cooled shoes. That's why we prognosticate a good season ahead for patterns that allow feet to breathe more naturally. They are truly a hot weather shoe.

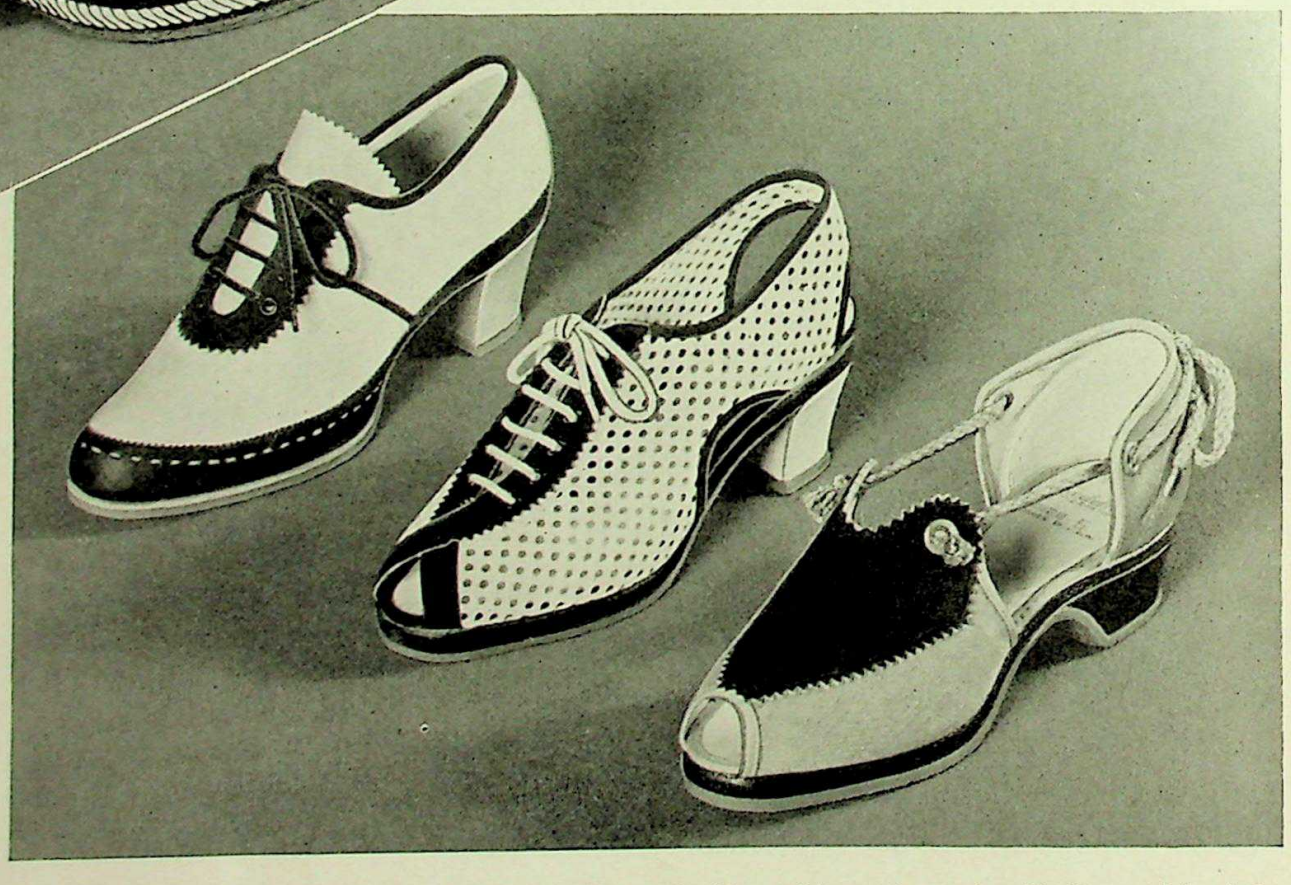
Above, top panel, top shoe, the Klomp by Winthrop. This model has a flexible counter and is built on a rocker last. *Bottom shoe*, Wedge sole model in dark and light brown, featured by Farmington Shoe Co.

Center panel, an Edgerton model by Nunn-Bush, perforated, saddle tan grained upper.

Bottom panel, left, House of Crosby Square model, natural tan, crepe sole. *Right*, A Farmington model with saddle tan vamp, dark tan quarter.

SANDALS STRIKE A NEW STRIDE

THE galaxy of daring designs in rubber soled sandals that will be introduced this coming season speaks volumes for those who have been intrusted with the sacred duty of keeping abreast of fashion. The new sandal creations are exciting in style, gay in color, and have the "spice of variety" that distinguishes all things which appeal to lovers of footwear that's different. Above all there seems to be an appropriate model for each type and each color combination of sport and leisure costume. Of course, colors are brilliant. How could they be otherwise for we are living in a colorful age. Fabrics are multitudinous in variety, weave and motif. Here and there you'll see a touch of old Mexico, toeless models, wide open spaces at the arch, and even heel-less models for little tots.



Top panel, reading from left to right, (1) Women's, blue with awning stripe binding and heel, by Converse. (2) Open toe, 5 eyelet, flowered, navy trim, by United States Rubber. (3) White oxford, blue trim and heel, by Converse.

Center panel, top to bottom, (1) Misses white oxford tie, awning trimmed. (2) Blue and white, platform sole (spiral rope effect), by Cambridge.

Bottom panel, left to right, (1) Sand, navy trim, mudguard foxing, U-throat. (2) Open toe mesh oxford, white, navy trim, platform sole in contrasting color. (3) Dutchboy sandal tie, light blue and navy, platform sole, toe. Courtesy of United States Rubber.

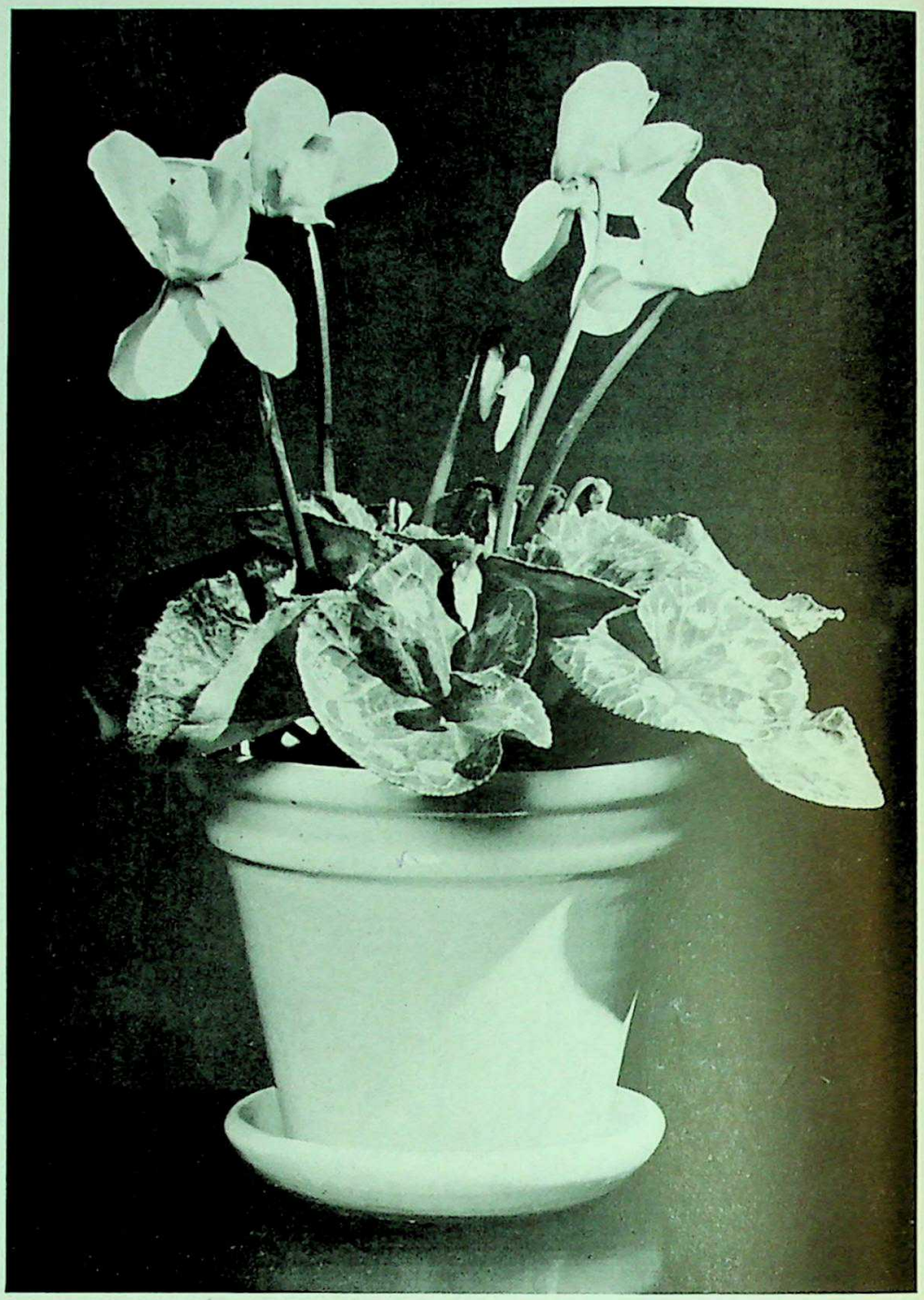
Heel and sole features have also been stepped up. We've seen Dutch Boy heels, wedge heels, spool heels, and other types that are new and novel. Two-toned soles following out the platform idea are also popular. Everything to please the youthful modern seems to have been "thought out" as well as "brought out" in a glorious manner.

Right, left to right, (1) Navy and white 4-eyelet oxford by Converse. (2) White and brown oxford by Converse. (3) Tyrolean oxford, white, green trim, wedge heel by United States Rubber. (4) All-over white Kiltie tongue oxford by Cambridge. (5) Blue oxford, saddle trim for men and women, by Cambridge.

Reading left to right, (1) Yellow, brown trim, open toe, brown platform sole, by Hood. (2) White, open toe, multi-colored gored straps, by Hood. (3) Natural linen, blue trim, blue heel, U-throat, by Hood.

A group of children's sandals, *left to right,* (1) Open toe and heel oxford, copper, sand trim, by United States Rubber. (2) Peasant oxford, navy, red trim, mudguard foxing, by United States Rubber. (3) Blue and white 4-eyelet oxford, by Cambridge. *Lower right,* open toe, one strap, flowered, red trim, by United States Rubber.

From the beautifully pink-tinted flower of the cyclamen comes fashion's newest inspiration.



Creative
footwear's

PROMOTION FOR

FEBRUARY

RED PROPAGANDA

Two or three years ago Schiaparelli brought out a strong blue-pink, and named it "Shocking Pink." Everyone said that the purple-pink fuchsia range would *never* go over. It was unbecoming. It fought with the yellow-red lipsticks that women were wearing. It shrieked at bright red nails. So what happened?

A year ago, Elizabeth Arden brought out her "cyclamen" make-up range — rouge, lipstick, nail polish in purple-pinks and bluish-reds. Other houses took up this range. Women threw away their orangy make-up, went to these new tones, and discovered that clothes in the shocking-pink, purple-fuchsia range were *(divinely!)* becoming.

Today, in all the resort lines of ready-to-wear, one finds accents of fuchsia, mauve, shocking pink on clothes of all kinds of colors. There will be hats in this range, jackets of town suits. And it's bringing on a wave of light wine shoes, because wine is the conservative lower register of this same range and coordinates with it to perfection. Furthermore, a wine shoe picks up the shade of a woman's new purplish lipstick, — which is the great reason why wine shoes will look well with practically any costume color a woman will wear this year — grey, natural, teal blue, bright blue, citron, green.

CREATIVE FOOTWEAR believes that light wine will be a basic shoe color for spring, and that the best buy is a *wine with a bluish cast,* to tone in with the new make-ups, and the new clothes. It will begin its career for wear with winter furs and will carry into spring. *Note:* Shoes in true, bright cherry reds may develop for summer wear.

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Firm Name	Room Numbers at Hotel Stevens
Air Step Shoes	806
Blue Ribbon Shoemakers	1004A-1005A-1006A-1007A-1008A
Boyd-Welsh, Inc.	912A-913A-914A-939A-940A-950A
Brauer Bros. Shoe Company	1002-1003-1004-1005-1006-1007-1008-1009-1010
Brown Shoe Company	804-805-806-807-808-809-810-811-812-813
Buster Brown Shoes	807-808-809
Capitol Shoemakers	1000-1001A
Carmo Shoe Mfg. Company	937-938-939-940-950-951-952-953-954
Collins-Morris Shoe Company	1011A-1012A-1013A
Conformal Footwear	801-802
Dorothy Dodd Shoe Company	1039A-1040A-1050A-1051A-1052A-1053A-1054A
Forest Park Shoe Company	918A-919A-920A-921A-922A-923A
Friedman-Shelby Shoe Co.	918-919-920
Hamilton-Brown Shoe Co.	1031A-1034A-1035A-1036A-1037A-1038A
Independent Shoe Mfgrs.	1014A-1032A-1033A
Jefferson Shoe Company	863-864-866
Johansen Bros. Shoe Co.	1015-1016-1017-1018-1019-1020-1021-1022-1023-1024-1025
Johnson, Stephens & Shinkle	821-822-823-824-825-826-828-829-830-839-840-841-842-843-844-850-855-856-857
Juvenile Shoe Corp.	609-612
Kane, Dunham & Kraus	956-957-958-959-960-961
Metropolitan Shoe Corp.	1055A-1056A-1057A-1058A
Milius Shoe Company	810A-811A-812A-813A-838A-839A-840A-850A-856A-857A
Moulton-Bartley, Inc.	955A-956A-957A-958A-959A
Mound City Shoe Co.	921-922-923-924-925
Paradise Shoe Company	1002-1003-1004-1005-1006
Paramount Shoe Company	903-904-905-906-907-908-909-910
Pennant Shoe Company	863A-864A-866A
Peters Shoe Company	818-819-820
Queen Quality Shoe Company	1039A-1040A-1050A-1051A-1052A-1053A-1054A
Rhythm Step Shoe Company	821-823-825-829-839-840-842-844-850-857
Rice-O'Neill Shoe Company	800-801A-802A-803A-804A-805A-806A
Roberts, Johnson & Rand	818A-819A-820A
Roblee Shoes	812
St. Louis Shoe Mfrs. Ass'n	1062
Samuels Shoe Company	West Assembly Room — also Rooms 8-9-10-11 (Third Floor)
Spalsbury, Steis & Deevers	900-901-902-901A-902A
Tweedie Footwear Corp.	1037-1038-1039-1040-1050
United Men's Division—Brown Shoe Co.	809-810-811-812-813
Valley Shoe Corp.	Rooms 3-4-5-6 (Third Floor)
Vitality Shoe Company	963-964-966-962A-963A-964A-966A
Weyand Shoe Company	1056-1057-1058
Winthrop Shoe Company	549-550
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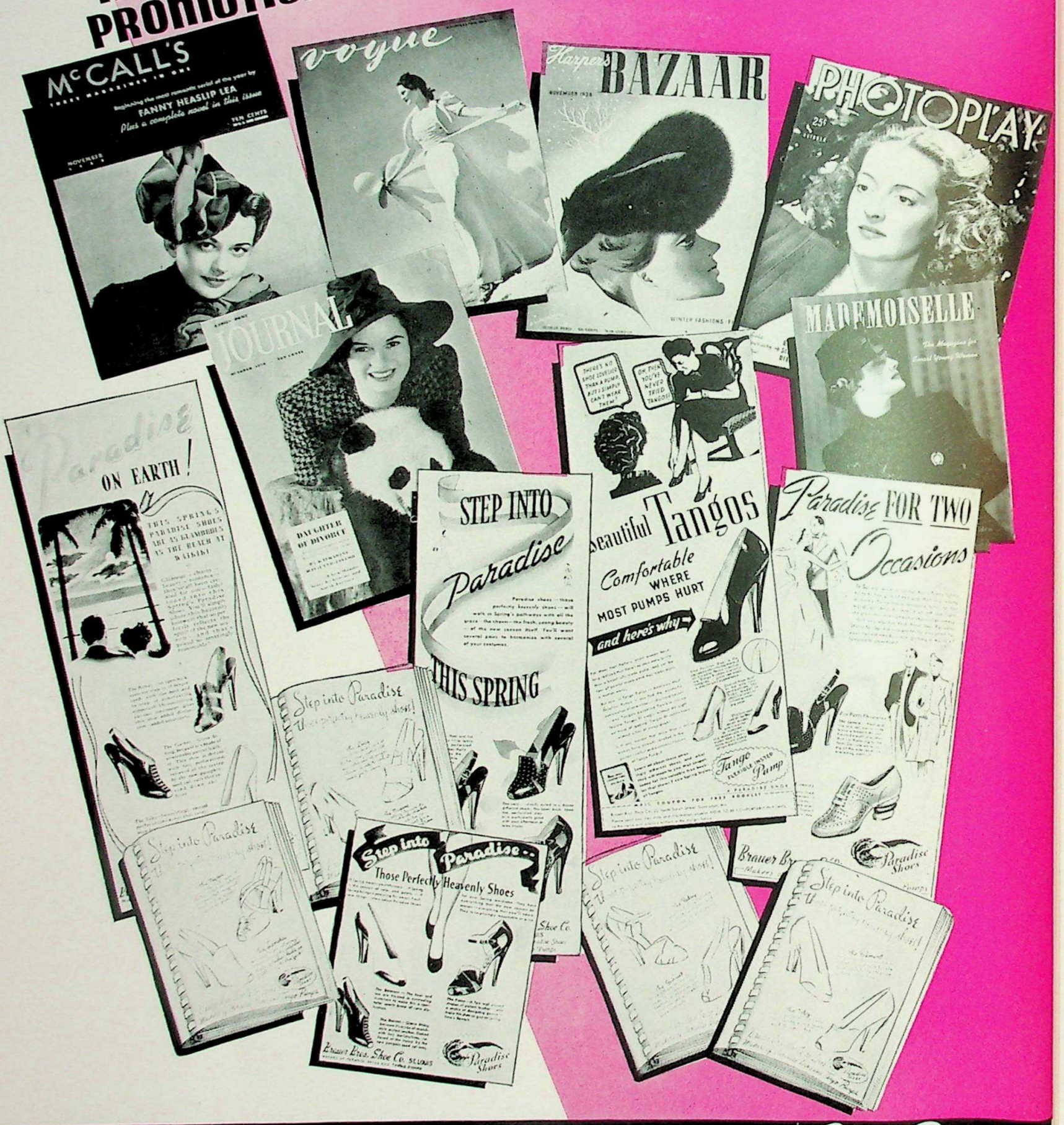
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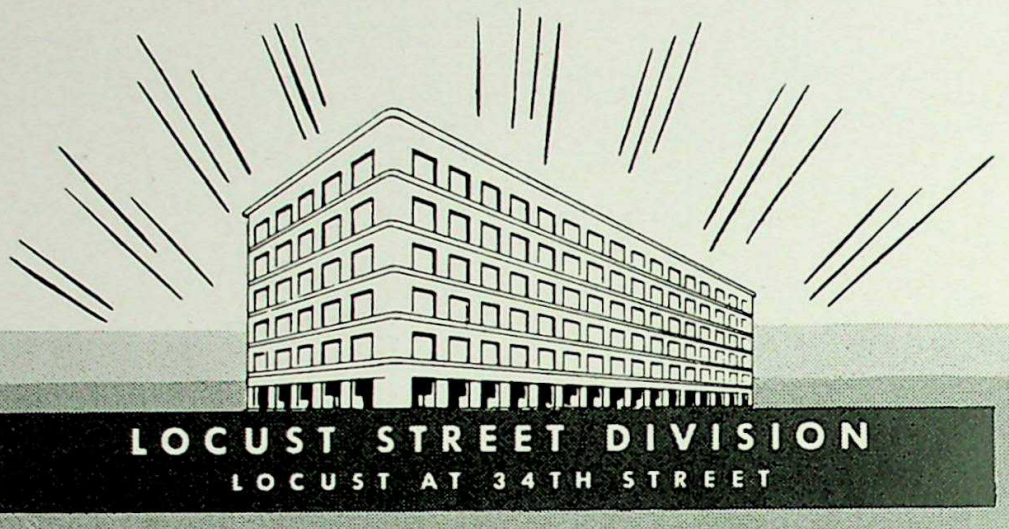

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FRANK C. RAND, the author of this article, has a background covering more than forty years in the shoe industry in St. Louis. His experience ranges from salesman to Chairman of the Board of Directors of the International Shoe Company, which position he now holds.

THE WORLD WEARS ST. LOUIS SHOES

by F. C. Rand

WHETHER footwear preceded fig leaves is of speculative interest only, but it is certain that footwear dates back beyond authentic historical records. Foot protection was probably one of man's early desires and the instinct for ornamentation may be quite as old. Through the centuries footwear has covered a wide variety of styles. From the simple sandals of antiquity stylists have veered from one grotesque outburst to another; sometimes decreeing tips so long they were folded back and tied to garters at the knees, at other times spreading out with absurd widths which provoked legislation to bring them within such reasonable (?) limits as six inches.

But shoes are indispensable—probably the most essential article of wearing apparel—so there seems little danger that some temporary whim will ever stampede the public into a barefoot craze. Even the nudists do not eschew shoes, which constitute an essential item in their full-dress requirements. Feminine inclination may reduce the uppers almost to the vanishing point, but women will not discard their soles—or heels. Shoemaking, therefore, may be safely classed as a basic industry, unlikely to be menaced by the changes incident to human progress.

Since feet carry the whole weight of the active body, the prime concern for their protection is fully warranted.

The chief requisite of foot protection is a well-fitting shoe. Emphasizing the progress made in this vital need in recent times, a magazine article written in 1933 asked these questions:

"Do you realize that the modern era of shoemaking began only sixty-five years ago? That even as late as 1880 most women's shoes, even in this country, were made on absolutely straight lasts, with no difference between the right and left shoe? That fifty years ago there were only two widths to a size?"

And in these enthusiastic words the author appraises the efforts of American Shoe Manufacturers to meet the need:

"The modern shoe is one of America's greatest contributions to the happiness of the human race . . . American manufacturers today make the finest shoes that have ever been made by any race or group of artisans."

In the early days of shoemaking in St. Louis, shoes were made much as they

were made by the ancient Egyptians three thousand years ago. The first machine used in connection with the production of shoes was introduced about ninety years ago. It was a simple machine designed for rolling leather and not making shoes.

The sewing machine of Elias Howe was adapted for use in shoemaking shortly before the Civil War and the "McKay Sewing Machine" invented by Lyman Blake in 1858, gave a pronounced impetus to machine-made shoes. Later came the turn, the Goodyear Welt, the stitchdown, and, more recently, the cemented shoe, and many refinements of basic methods.

The significant and astonishing fact is that modern shoemaking by machinery has been developed during the life of the industry in St. Louis.

A veteran St. Louis shoe manufacturer, still living, personally knew practically all the men connected with the invention and introduction of shoemaking machinery in early years.

A line of shoes extensively sold today by a St. Louis manufacturer was proudly advertised little more than fifty years ago as "hand-made and home-made."

The modern St. Louis machine-made shoe is a conspicuous example of careful planning and minute subdivision of labor.

Materials come from every part of the Globe. The veteran St. Louis manufacturer referred to has enumerated shoe materials and their sources in a classic compilation:

"Hides and skins from all the countries on the earth. Rubber from the tropical jungles of Africa and South America, Ceylon and Malay. Cotton from our Southland and from Sea Islands and Egypt. Silk spun by the worms of Italy and elsewhere. Flax from the emerald hills of Ireland, tannins from all the Continents and Hemispheres. Metals from the mines of the earth. Steel, iron, brass, zinc, tin, copper and coal from the anthracite mines of Pennsylvania to the smoky bituminous fields of Illinois.

"Wood pulp for carton and container boards from the forests of Canada. Jute from Calcutta and hemp from our own Missouri. Clay from Dixie and sulphur from sunny Sicily, logwood from Jamaica. Soap from old Castile and the sort 'that floats.' Sisal from the Bahamas, and the Yucatan Peninsula. Borax from Malay and pitch from Trinidad. Sponges from the sea and oil from the cod. Paraffin from peat-bogs, potash from Germany, and rosin, tar and turpentine from the coniferous trees of the Carolinas. Zinc dust as deoxidizer and talc for lubricators.

" 'Knapsack Para,' to produce cement, carried in packs by negro natives from interior sections of Brazil, far from railroads and civilization. Shellac from India, made from the excretions of insects which feed on trees found only in India. Gums, those sticky substances made from matter which exudes from a creeping plant indigenous only to Australia. Wax known as 'Carnauba,' produced from leaves of a tropical plant found only in South America. Quebracho from Argentina. Gutta Percha, the product of the Malay Archipelago, and so on almost without end."

His careful analysis discloses the interesting fact that 291 items go into a pair of shoes such as made daily in St. Louis; and that 382 people have a part in the construction of each pair.

In the midst of a vast agricultural region and of rapidly developing industries, St. Louis shoe manufacturers appreciated the demand and need for shoes of enduring quality, and their product became famous for its high standard. St. Louis-made shoes soon attained a reputation for long wear.

Steady operation brought skilled shoe workers into St. Louis factories and soon the city attained high standing in the production of shoes of conspicuous artistic appeal. Manufacturers of our city led in the creation of novelty shoes and brought new distinction to St. Louis.

The evolutional development of the machine-made shoe industry in St. Louis has been along these lines: At first, the shoes themselves were purchased in the East, where factories were first equipped with machinery. Little human help was needed to handle these shoes as they came into St. Louis and were later shipped out.

The next move introduced shoe factories into our city. Skilled shoemakers were brought in to supervise construction and instruct the local workers. The coming of new people into our midst created new needs, homes, food, clothing, transportation, education, religion, culture, as their activities were woven into the fabric of our city's expanding life.

Next came representatives of all those factors of the growing business of shoe manufacturing. Salesmen for tanners, leather dealers, textile mills, sole cutters, heel builders; salesmen of machinery, lasts, patterns, cartons, shipping cases, and many of the parts of shoes listed as "findings."

Instead of finished shoes, there poured into our city—machinery, equipment, raw materials of various kinds. All this meant the addition to our population of a host of men and women to operate all this machinery and to fashion these materials into merchantable shoes.

Later came supply factories and plants established here in St. Louis by men definitely linking their destinies with the life of our city, to provide the machinery and materials needed in shoemaking.

These brought more skilled workers into our midst with all their demands for home life.

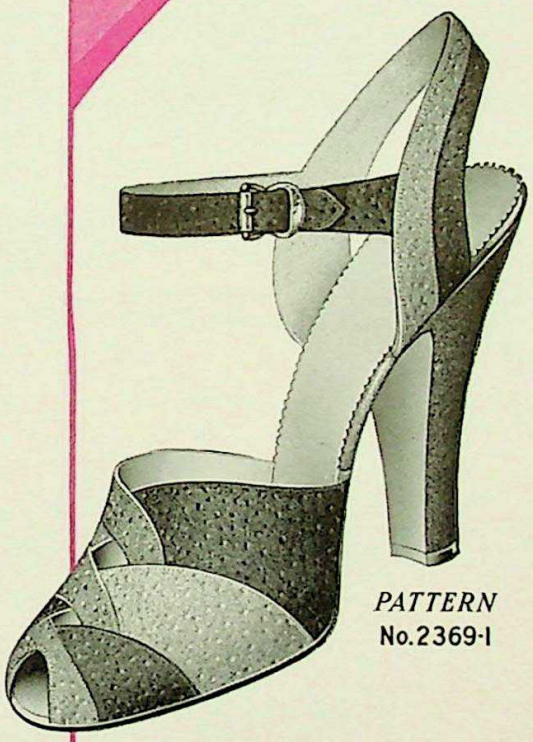
Soon it was that raw materials chiefly were coming into St. Louis, and their conversion into usable form made employment for thousands.

In 1816, three "cordwainers" (or boot and shoemakers) were listed in St. Louis; their names were Messrs. Rollins, Roberts and Cabeau.

By 1831, the number was increased to 13, and a tanner added. By 1841, the number had risen to 58. In 1848, St. Louis lists a shoe factory, but all the work was done by hand, true "manu-facture."

It was not until 1866 that a real shoe factory in the modern sense, using machinery, *(Continued on Page 50)*

FUTURE STYLES TODAY



PATTERN
No. 2369-1

APR 18 1944
Design Division

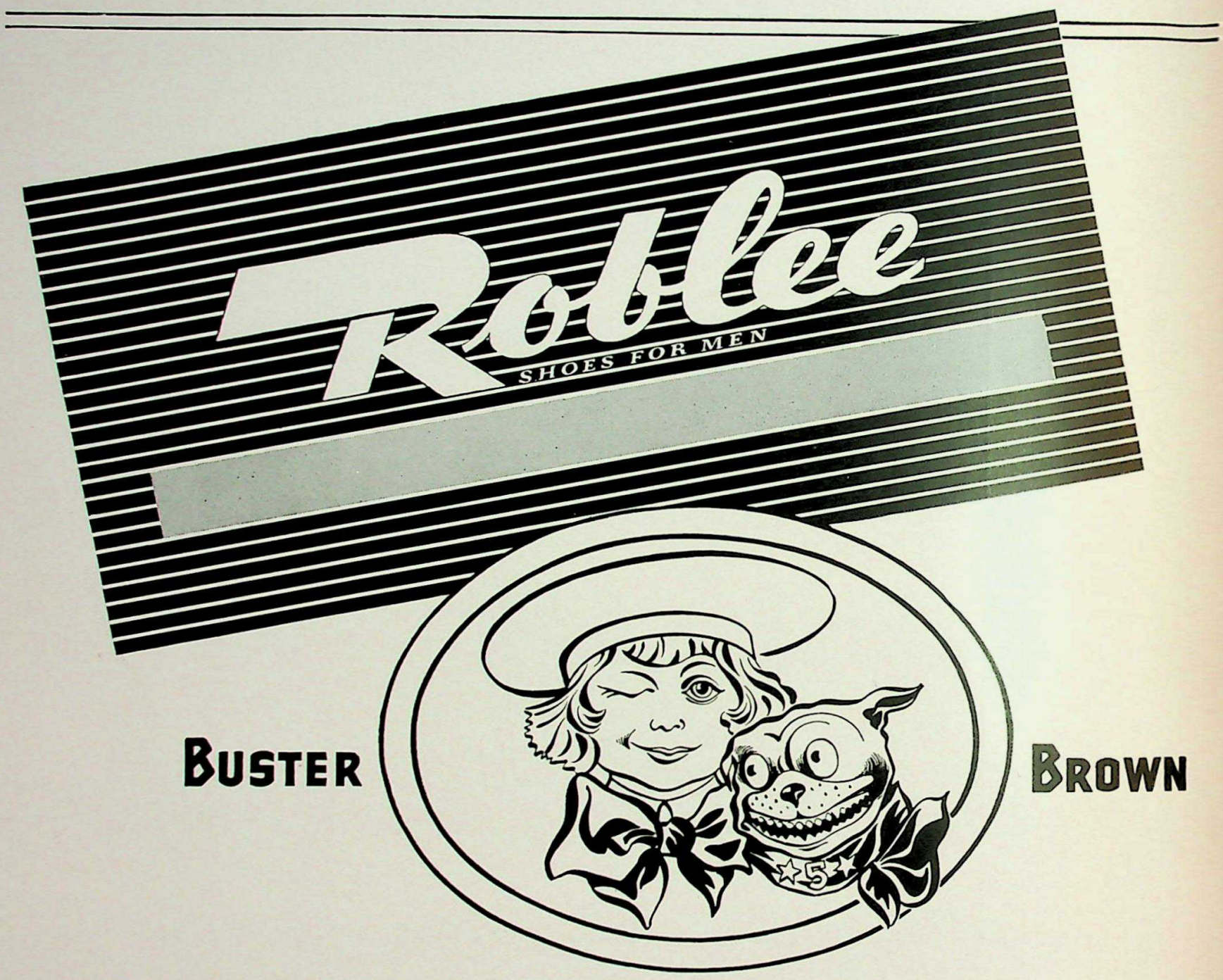
Tweedies

ALLURING FOOTWEAR

NATIONAL SHOE FAIR
CHICAGO • JANUARY 3, 4, 5, 6, 1939
THE STEVENS HOTEL
ROOMS 1037 • 1038 • 1039 • 1040 • 1050

TWEEDIES FOOTWEAR CORPORATION • JEFFERSON CITY, MO.

Watch these shoe



AIR STEP

names in 1939

THERE is a new feeling of optimism spreading through business today. Most of us believe we are going to sell more shoes in 1939. But many of us know that as business grows better competition will grow keener. Under our new policy of specialization, we here at Brown feel that we are especially well geared up to meet these conditions, and have the answer so many shoe merchants have been looking for. Come in and talk it over with us during the National Shoe Fair.

BROWN SHOE COMPANY, ST. LOUIS

AT THE NATIONAL SHOE FAIR
Roblee—Room 812
Air Step—Room 806
Buster Brown—Rooms 808-809
STEVENS HOTEL, CHICAGO

PETERS' STRONG

BRING YOU A GREATER PROFIT

ONE COMPLETE SOURCE OF SUPPLY

•

ONE SALESMAN TO SERVE YOU

•

ONE PROMOTION DEPARTMENT INTERESTED IN MOVING ALL YOUR SHOES

Each of our specialty lines is supported by a complete advertising promotion and merchandising program—carefully planned and aggressively executed. Your success means our success

ON DISPLAY

NATIONAL SHOE FAIR

STEVENS HOTEL
CHICAGO

JANUARY 3, 4, 5, 6

Rooms
818 • 819 • 820

• • • ONE COMPLETE IN-STOCK

In the parade of shoe values for '39, we introduce the strongest group of specialty lines in our 40 years of business. Supported by a new and faster styling program, they set the pace in aggressive merchandising for the new year. Each of these lines is complete and well-balanced with respect to patterns, lasts, colors and materials.

SPECIALTY LINES

OPPORTUNITY FOR '39 . . .

WEATHER BIRD shoes for children are featured by some of the finest stores in America. A complete line from infants to grown-up children's sizes, Welts, Turns, McKays and Stitchdowns. Carried In Stock and backed by strong advertising promotion. Retail from .98 to $5.00 at a profit.

CITY CLUB shoes retail at $5 and $6. For quality and style they challenge all competition. In Stock, City Clubs have a remarkable record for fine fit and repeat sale. Also complete lines to sell at $3 and $4.

VELVET STEPS. A smartly styled line with patented comfort features. Retails profitably at $5.00. In Stock. Supported by a thorough merchandising and promotional set-up. Velvet Steps will step up your profits. Velvet complete lines to sell at $3 and $4.

PETERS WORK SHOES The Greatest business-building values ever offered the American shoe merchant. Quality that wears longer—fit that quickens the sale and comfort features that relieve foot strain. Full line carried In Stock to retail from $2 to $6.

DEPARTMENT READY TO SERVE YOU AT ALL TIMES

They reflect a thorough knowledge of the retailer's needs in every section of the country. No matter where you are located or what grades you handle, there is some part of the Peters' group of In-Stock lines that will prove profitable to you. Our records show that merchants who have bought all or a majority of their shoes from us have grown and prospered.

Peters

BRANCH OF INTERNATIONAL SHOE CO.
ST. LOUIS, MO.

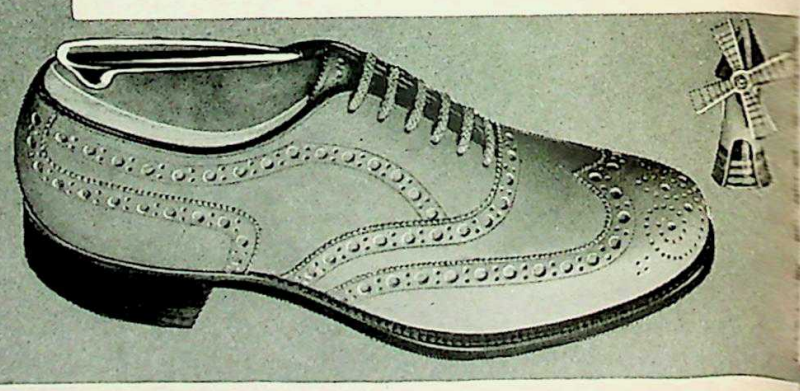
Time to Weigh

Heel Latch

HEEL LATCH is the line for '39 . . . 36 styles in fashion footwear, a proven selling feature, nationally advertised and retailing at $5 and $5.50.

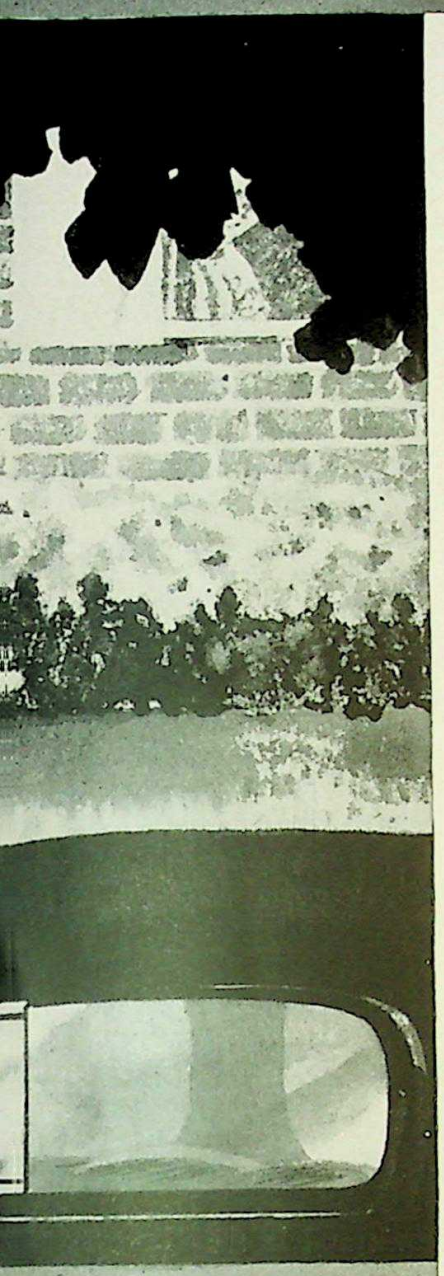
Uptown
A STAR BRAND SHOE
Reg U.S. PAT OFF

UPTOWN line is greater-than-ever for '39 . . . sport styles, dress styles and staples, 10 Free Molds with seamless heels and built-in cushions, quality shoes, nationally advertised and retailing at $5 to $6.50.



NATIONALLY ADVERTISED *in* LEADING MAGAZINES

TRUE VALUES



Now and then there comes a time in the turn of events when people in all walks of life pause to take stock . . . pause to weigh true values. Such a period is here. We Americans are taking cognizance of the real values we enjoy in the pursuit of life, liberty and happiness. Hence shoe merchants can well take time out to weigh the true values supporting the lines they retail.

STAR BRANDS

for '39 so completely reflect the sound standards of quality, the progressive styling and the alert merchandising policies back of them that every American merchant has reason to examine these lines carefully in relation to the price brackets they cover. STAR BRANDS are the American standard of value in shoes for man, woman and child. All dealers can't carry them, but even so, all dealers should know what constitutes these standards.

We urge you to get better acquainted with STAR BRANDS. The shoes that probably serve a greater segment of the American market on the basis of fit, long wear and fashion than any other group of lines.

POLL-PARROT
Turns, Welts, Stitchdowns and McKays in shoes for every age . . . consistent quality, featured in leading stores, complete size runs, in-stock service, nationally advertised and retailing in popular price grooves.

ROBERTS, JOHNSON & RAND
Branch of International Shoe Co.
ST. LOUIS, MO.

ON DISPLAY
STEVENS HOTEL
CHICAGO
JANUARY 3, 4, 5, 6
ROOMS
818A . . 819A . . 820A

(Continued from Page 42) was established in St. Louis by Captain L. C. Brolaski, which continued in active operation until the panic of 1873.

It was in the eighties that St. Louis began to be a real shoe manufacturing city. With the rapidly growing use of machinery, St. Louis started on its career to become the leading shoe city of the world.

Early in the life of shoe factories in St. Louis, the machinery companies and shoe material supply companies saw the wisdom of establishing agencies here to supply the needs of the rapidly expanding industry in this city and adjacent territory.

Independent enterprises have sprung up until now more than fifty shoe manufacturing supply houses are listed in St. Louis.

In recent years, one of the St. Louis shoe manufacturers has established two upper leather tanneries in the St. Louis district, one ranking among the leading tanneries of the world because of its efficient modern equipment and the quality and quantity of its output.

It is interesting to note that more than ten million pounds of by-products, hair flesh and trimmings, are sold annually by this tannery, all taken from the hides before they are put in process of tanning. Approximately a million pounds of hair is sold by this one tannery, principally for use in refrigeration.

In order to supply cloth linings, for shoes manufactured in the St. Louis area, a bleachery was established here a few years ago. Its principal customers for years were the shoe manufacturers, but this bleachery has developed other business in such proportions that it now has become one of the largest bleacheries in the West.

One of the St. Louis shoe manufacturers has established in the St. Louis trade area a complete textile mill, thoroughly equipped with the most modern machinery. This plant absorbs much of the cotton raised in the surrounding community and supplies lining material for more than forty shoe factories and canvas for a factory making rubber sole shoes.

A rubber plant established in the St. Louis district in recent years produces heels and soles of superior quality which are used in the manufacture of shoes that are sold in every state of the union and in several foreign countries.

Several factories for making and covering wood heels have been established in the St. Louis area.

Laces are produced by a braid mill in St. Louis which has been developed on a sound and progressive basis to supply the needs of the shoe factories in this district.

Lasts, essential requirements in shoemaking, are provided to our shoe factories by the principal lastmakers of the country. Two have thoroughly equipped plants in St. Louis; another large plant is locally owned and operated; other plants in St. Louis produce second lasts and do remodeling.

Patterns, the very life of artistic shoe contruction, are supplied by many establishments in our city, several representing nation-wide institutions; others, the successful organization of local enterprise.

Cartons and containers for packing and shipping shoes from the St. Louis district make a market for large quantities of board. This need has been met by a company which has its main board mill in the immediate vicinity with two branch plants elsewhere in the St. Louis district. It is probably the largest plant in the midwest and one of the largest in the country.

In the process of decentralizing manufacture, a development which checks the depopulation of towns and cities in rich agricultural areas, many shoe factories have been established in trade centers in the St. Louis district. This practice has found approval among those who zealously guard the industrial growth of St. Louis.

A large percentage of the shoes sold throughout Missouri are bought from outlets located in St. Louis. A survey covering women's and children's shoes handled in all but two of the 114 counties of the state, discloses the interesting fact that 75 per cent are bought from St. Louis distributors.

One outstanding distinction seems unquestionable: St. Louis, noted for its in-stock distributors, has more shoes always on hand ready for sale and shipment than any other city in the world.

From St. Louis and through agencies established here, the 86 shoe factories represented in the St. Louis Shoe Manufacturers Association obtain most of their machinery and machine supplies and nearly all their materials.

In these plants 54,000 shoe workers are employed, producing approximately 75,000,000 pairs of shoes annually, accounting for yearly sales of more than $165,000,000. One year, when prices were high, the value reached $225,000,000.

Shoe manufacturers, wholesalers and the industries directly associated give employment to 75,000 people in the St. Louis district.

Their pay-rolls are the largest in St. Louis and in the city alone exceed every year the purchase price paid by Thomas Jefferson for the Louisiana Territory, out of which have been carved eight entire states and parts of five others.

An additional distribution of dividends to stockholders in the St. Louis district probably brings the total disbursements of the shoe companies to $25,000,000 a year.

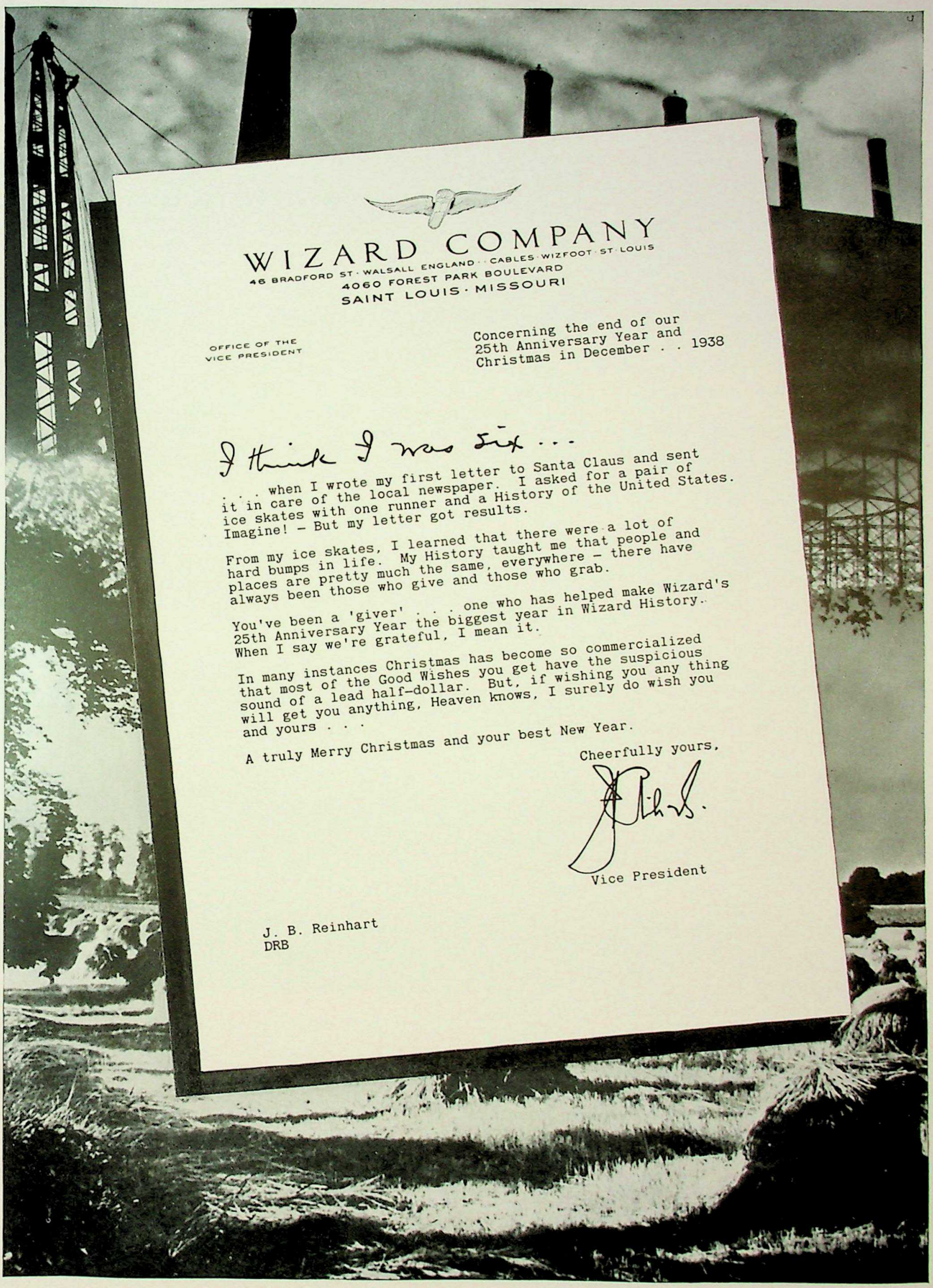
More than a thousand shoe salesmen travel throughout the country, selling St. Louis shoes in every state. Periodically, they come to St. Louis for samples and instructions.

What accounts for the pre-eminence of the city of St. Louis as a shoe center?

Advantages in geographical location, transportation facilities, proximity to the center of population and the principal raw materials used in making shoes.

Men of vision could not be blind to these obvious advantages that are not likely to decrease in the years to come. Hence, St. Louis has attracted men who cannot be described as other than aggressive and progressive, and they have built on a solid foundation.

The growth of population in our country will mean further increase of shoe production and every increase in the sale of St. Louis-made shoes will bring new enterprises into our district to supply the needs of our factories.



WIZARD COMPANY

46 BRADFORD ST · WALSALL ENGLAND · · CABLES · WIZFOOT · ST · LOUIS
4060 FOREST PARK BOULEVARD
SAINT LOUIS · MISSOURI

OFFICE OF THE
VICE PRESIDENT

Concerning the end of our
25th Anniversary Year and
Christmas in December . . 1938

I think I was six . . .

. . . when I wrote my first letter to Santa Claus and sent it in care of the local newspaper. I asked for a pair of ice skates with one runner and a History of the United States. Imagine! – But my letter got results.

From my ice skates, I learned that there were a lot of hard bumps in life. My History taught me that people and places are pretty much the same, everywhere – there have always been those who give and those who grab.

You've been a 'giver' . . . one who has helped make Wizard's 25th Anniversary Year the biggest year in Wizard History. When I say we're grateful, I mean it.

In many instances Christmas has become so commercialized that most of the Good Wishes you get have the suspicious sound of a lead half-dollar. But, if wishing you any thing will get you anything, Heaven knows, I surely do wish you and yours . . .

A truly Merry Christmas and your best New Year.

Cheerfully yours,

Vice President

J. B. Reinhart
DRB

- **UNRESTRICTED SELECTION OF PLATFORM MATERIALS —**
  Platform materials can be selected for cost, flexibility, resiliency, edge character and weight.

- **SECURE SOLE FASTENING —**
  Both platform and outsole are fastened to the shoe by the single operation of sole stitching.

- **MAXIMUM FLEXIBILITY —**
  An inherent factor in the lockstitch method of sole attaching.

- **ECONOMY IN MATERIALS —**
  In selecting platform materials and widths of bindings definite economies are possible.

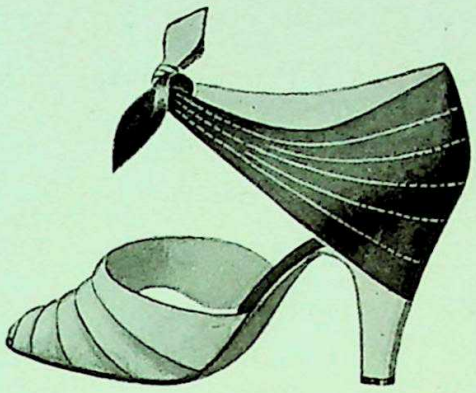
- **EASE OF MANUFACTURE —**
  No necessity for special and expensive operations.

All the items described above are outstanding advantages to manufacturers who are making platform or beaded welt shoes using the

USMC SOLE STITCHING MACHINE — MODEL C

UNITED SHOE MACHINERY CORPORATION

BOSTON, MASSACHUSETTS



Left, hood heel developed by LaValle, featured by Saks Fifth Avenue. Sketch courtesy of Saks. *Below*, three leather heels from Grossman's Shoes, featuring scallops and grooves. Note squared-off effect of heel used on square-toed shoe.

HEELS HEAD UP NEW FASHIONS

A NEW shoe is very often known by its heel—all kinds of ideas and inventions have gone into their making this spring. On this page are shown a sketch of the famous "hood heel"—(expensive to make, but dramatic, and probably the beginning of a whole new group of heel fashions) and a photograph of three interesting variations of the solid leather heel. Other heels of great interest are the polished wooden "upside-down" heel featured by Stetson for sports wear, and Avon's slanting heel. We've even heard rumors of a two-way heel.

Watch for new heels in all the lines. Buy as many types as you can afford, play them up in advertising, windows and display, because they're fashion news.

PARIS FLUTTERS INTO SPRING

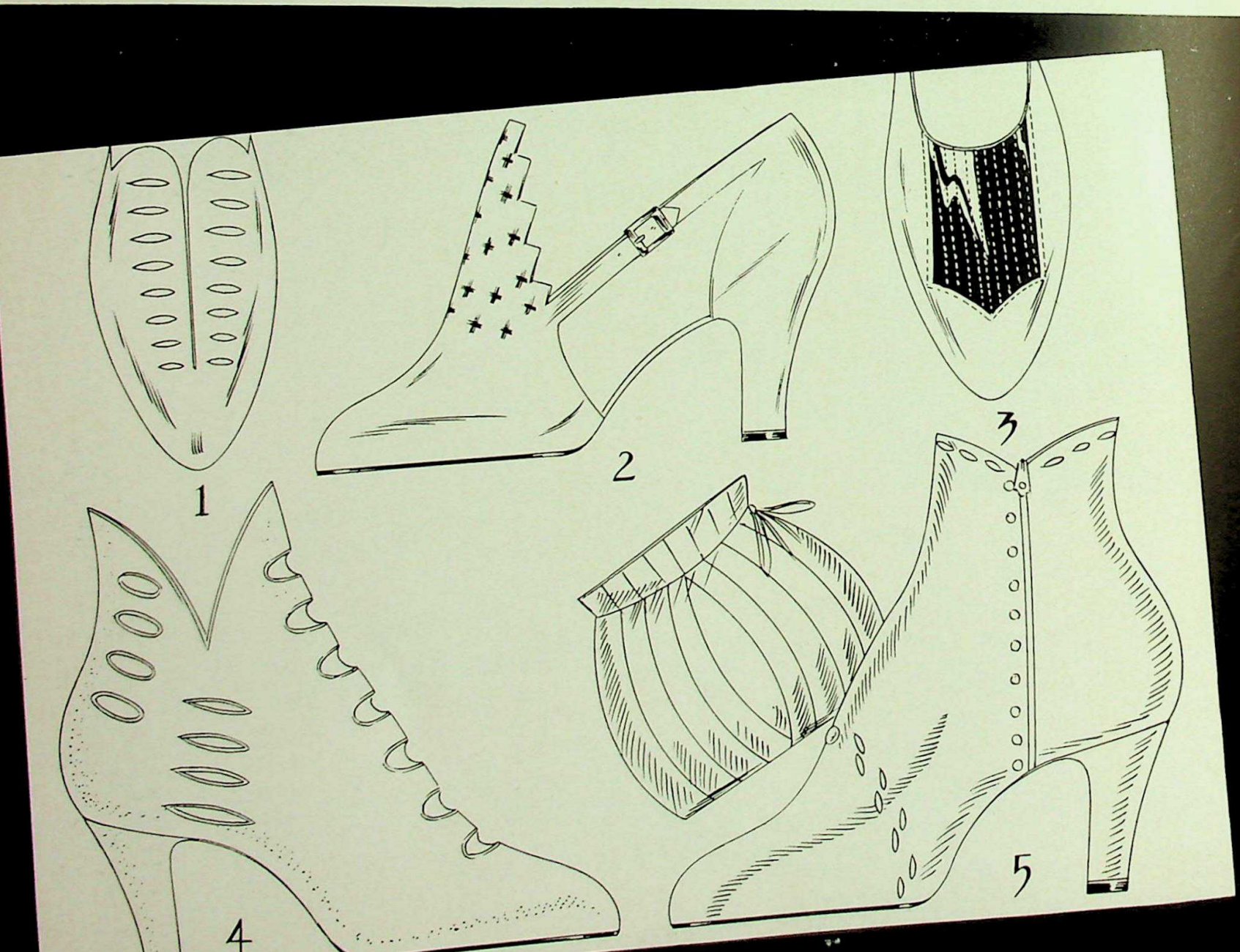
by **DORA MILLER,** *Creative Footwear's Continental Fashion Observer*

PARIS flutters into spring with the underlying beat of the military theme strongly evidenced. This idea is definitely marked in the designs that all creators are turning out. Mobile guards and Garde Republicaine as a part of daily life have definitely turned the designer's mind to those motifs for the coming summer. And the results promise to make amusing, gay new styles.

Perhaps the very contrast of the completely flippant, "good time" ideas against the echoed rumblings of wars to come is responsible for the completely frivolous designs for formal wear. All of the quaintness of the 1830's is being prepared for our dancing hours. Satin boots, that really are so much like "soled" gloves that one almost calls them that, are the newest fashions. These are accompanied by bags that are reminiscent of grandmother—either the gathered top, round little affair, that one remembers in a sewing bag, or the little reticule effect with a wide, tailored handle. A silly little bag, usually with a touch of fine beading, is repeated on the boot shoe.

These boots, while they sport the fine, seed pearl embroidery, and matching buttons

Description of shoes illustrated below: (1) Beige kid with elastic center gore and oblong eyelet holes in the modernized Spanish type. (2) Blue kid embroidered with red silk crosses, hooded heel. (3) Black antelope with patent leather flap entirely stitched. (4) Old rose suede boot, lined and piped with powder blue. (5) Green satin boot with fine embroidery over instep, pearl buttons. Matching bag of slipper satin pleated all around.



up the side, also in matching pearl, usually conceal a zipper which simplifies life and hurries the dressing problem.

Again, instead of boots, there are bootees, with pleated ribbon trim. Here another ensembling notion is carried out in the matching gloves or mitts, finished in the same fashion. These ensembles are either of fabric or of equally soft leathers (either suede or glove kid). Sometimes the trim comes in the upholstery braid which the shoemaker has taken over for his own since Margery Dunton introduced it.

Occasionally a completely military note is introduced in these ultra feminine things, gaining added effectiveness by the contrast. There is the pair of fine mesh shoes in gold, with its absurdly high heel topped off with a Colonial trim which is really a high military cap with a visor.

For day wear, the higher effects are carrying through, as described last month, but if possible with more and gayer colors in the picture. Colonials seem headed for a serious revival for afternoon, as one way of achieving a high effect with lightness and charm. While the tongue is now being shown in color incrustations, there is a rumor about town that the charm bracelet dangles are to be applied to them.

Again the ensembling idea carries through with bags most generally the favored medium. Here again we have reticule effects with those similar to Creed's rather square, clumsy things the most popular because they are so reminiscent of the turn of the century.

For slightly dressy outfits the chatelaine bag brings the belt into the picture, and for sports there are many straight shoe and bag tie-ins. These vary from the calf, which promises well for spring and early summer, through to exotics like reptile and even ostrich. All are being shown in colors which these sport types have never before taken.

CLASS OF SERVICE

This is a full-rate Cablegram unless its deferred character is indicated by a suitable sign preceding the address.

WESTERN UNION CABLEGRAM

R. B. WHITE, PRESIDENT — NEWCOMB CARLTON, CHAIRMAN OF THE BOARD — J. C. WILLEVER, FIRST VICE-PRESIDENT

SIGNS	
	Full-Rate Cablegram
LC	Deferred Cablegram
NLT	Cable Night Letter
	Ship Radiogram

FASHION FLASH FROM PARIS

BAL 5 CABLE PARIS 101/100 6/1213
CREATIVE FOOTWEAR, BOSTON
ONE PIECE HEEL AND SOLE PROMOTED IN SPORTS AND AFTERNOON SHOES USUALLY COMBINING BLACK PATENT WITH ANTELOPE SUEDE OR ELSE VIVID COLORED KID OFTEN IN BRIGHT RED STOP FORMAL SHOES STRESS TRIANGULAR HIGH FRONTS WITH CONTINUING ANKLE STRAPS AND NO BACKS STOP BOOTEES SEEMINGLY FAVOR ANKLE HIGH MODELS IN GLACE KID IN BRIGHT GREEN, RED AND BLUE WORKED WITH BLACK PATENT ENCRUSTATIONS, FASTENED ON SIDES AND TOP WITH BUTTONS, LACES AND ZIPPERS STOP EVENING STYLES FEATURE OPEN SANDALS, CLOSED TOES AND BACKS, WIDE AND NARROW INTERLACED STRAPS STOP GOLD AND SILVER KID COMBINED WITH METALLIZED LACES AND SEQUIN EMBROIDERED NETS ALSO PLAIN SATIN INTRICATELY WORKED SANDALS AND SLIPPERS LATEST STYLES FOR EVENING STOP PERUGIA FEATURES TURBAN DRAPED HEEL BOOTEES CUT IN ONE PIECE WITH SCALLOPED SIDE FASTENING IN DARK SHADES AND BLACK FOR AFTERNOON WEAR ALSO TURQUOISE GLOVE KID PLATFORM SOLE WITH PINK KID HEEL.

DORA MILLER

CARTRIDGE PLEATS

MANIPULATION of leather is one of the big stories of spring shoe fashions. Today, leather is puffed, quilted, draped—anything to break the surface of the shoe. On this page is shown one of the newest developments of this theme,—cartridge pleating, copied from the cartridge pleats that dressmakers often use when they manipulate stiff fabrics. The name is thoroughly descriptive —the pleats look like rows of cartridges. The Metropolitan Shoemakers incorporate cartridge pleats in an entire series of shoes developed in patent leather, calf, kid, gabardine, buck, suede. We have chosen three typical spring models—a sandalized pump, a sandalized oxford and a sandalized step-in which strikingly portray this new development.

knight slipper *Manufacturing Corp.*

253 36TH STREET, BROOKLYN, N. Y.

A Bookful of Profits

THE Treadeasy CATALOG for SPRING

Showing 169 In-Stock numbers including:

New, smart conceptions in . . . . . Fashion Treadeasy

Vivacious, jaunty creations in . . . . . Fraternity Girl Treadeasys

Handsome orthopedic patterns in . . . Treadeasy PODIATREADS

A line so outstanding from every angle that it is bound to be unusually profitable to you this coming season. A copy of the new Treadeasy Catalog is yours for the asking.

P. W. MINOR & SON INC., BATAVIA, N. Y.

NEW YORK SALES OFFICE: 418-420 MARBRIDGE BUILDING

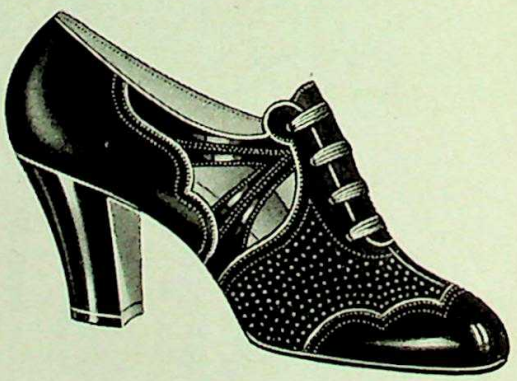
SEE THE LINE ON DISPLAY AT

CHICAGO
HOTEL STEVENS
ROOMS 935-A, 936-A
JANUARY 3, 4, 5, 6

BOSTON
HOTEL STATLER
ROOM 419
JANUARY 9, 10, 11

DETROIT
HOTEL STATLER
ROOM 1402
JANUARY 8, 9, 10

"ESTHER"—$4.10—No. 725 Black Kid, Patent Trim. AAAA to B, 3½ to 9



"ALOMA"—$4.65—No. 485 Black Calf Patent Trim. AAAA to C, 3½ to 9

National Shoe Fair — Chicago

All factors have united to set a perfect stage for the 1939 National Shoe Fair. Business recovery has been gathering momentum during the second half of 1938. Inventories of both raw materials, particularly hides and leather, and finished goods are low. Markets are firm and sufficiently stable to warrant confidence. Not only the indices but even the most conservative of business analysts unite in predicting "GOOD BUSINESS FOR 1939."

There is a changing temper in the business world. A defeatist attitude is giving place to an aggressive desire to have an active part in determining the policies and regulations under which business will be conducted. Industry's about-face as indicated in the "Program for American Progress" adopted by the National Association of Manufacturers presages a new era. Business men are realizing the importance and necessity of their taking an active and vocal part in leading America to its social objectives through industrial and business leadership.

This year's Shoe Fair has been keyed to the times. To mention its size is almost unnecessary for the 1939 Shoe Fair maintains the tradition of exceeding in this respect all of its predecessors. To the alert business man (those who have been lulled to sleep by their monotonous routine of lifetime habits—both mental and physical—we hope to arouse) will be presented a program that will enable him to seize the opportunities which 1939 offers. It will be stimulating and informative as well as friendly and entertaining. The progressive merchants and manufacturers are eager to avail themselves of the opportunities which it affords.

Further "The First of the Fairs" will inaugurate in the middle of the country a merchandising movement of buying and selling or — selling and buying according to the viewpoint, — that will provide the sinews of recovery that will sweep in both directions across the country to the fairs on the Atlantic and Pacific.

PROGRAM

Tuesday, January 3, 1939, 12 O'Clock Noon

OPENING MEETING AND JOINT LUNCHEON

Grand Ballroom—Stevens Hotel (2nd Floor)

Weir Stewart, Presiding, Chairman, National Shoe Fair

Opening of National Shoe Fair.....Weir Stewart

Retailers .....Harry E. Fontius
President, National Shoe Retailers Association

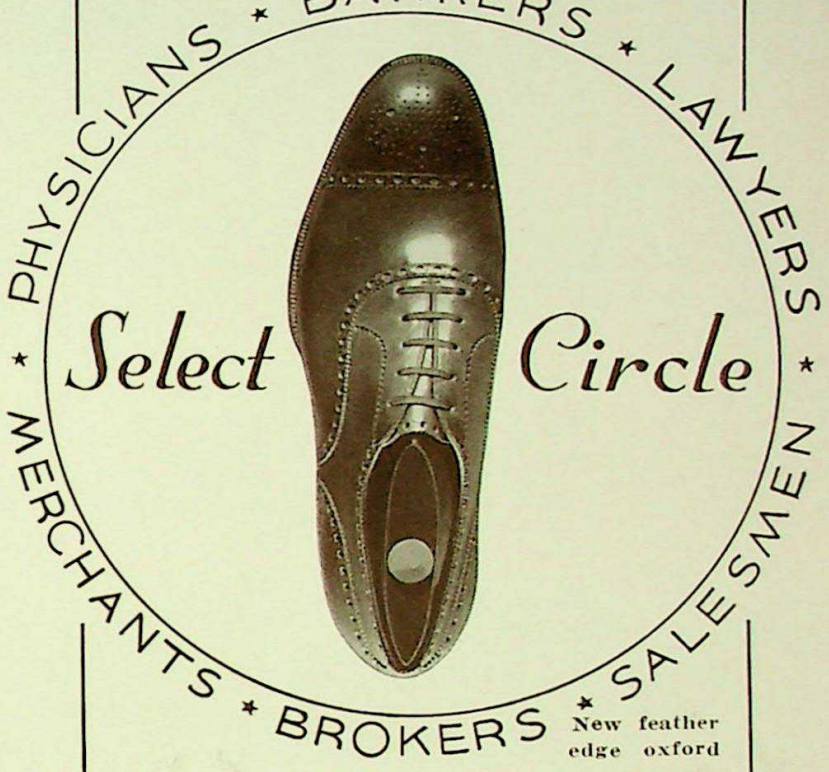
Manufacturers .....Frederick A. Miller
Chairman of the Board, National Boot & Shoe Manufacturers Association

Travelers .....Norman N. Souther
President, National Shoe Travelers Association

Presenting THOMAS H. BECK, President, Crowell Publishing Co., New York City.

(Continued on Page 68)

Stacy-Adams Craftsmanship has served the select circle market successfully for 62 years.



New feather edge oxford

Are you making an effort to sell this market in your city or town

There is a select circle of men in every town or city who insist on nothing but the best.

Stacy-Adams have catered to just this sort of circle for over 62 years and have been notably successful satisfying this type of trade.

There is business to be had in serving the needs of this select circle. The superior craftsmanship and style offered by Stacy-Adams backed up by prompt In Stock Service will help you build for 1939.

STACY-ADAMS COMPANY
BROCKTON, MASS.

Dutch Boys go to school

"LIKE FATHER LIKE SON." "Hans," the new Amsterdam Dutch Boy last for boys' shoes, takes its place beside the popularly accepted Amsterdam last for men.

It is destined to find great favor in many boys' lines for Spring and Summer. The first practical adaptation with the Dutch influence in boys' lasts will be received with favor by your trade.

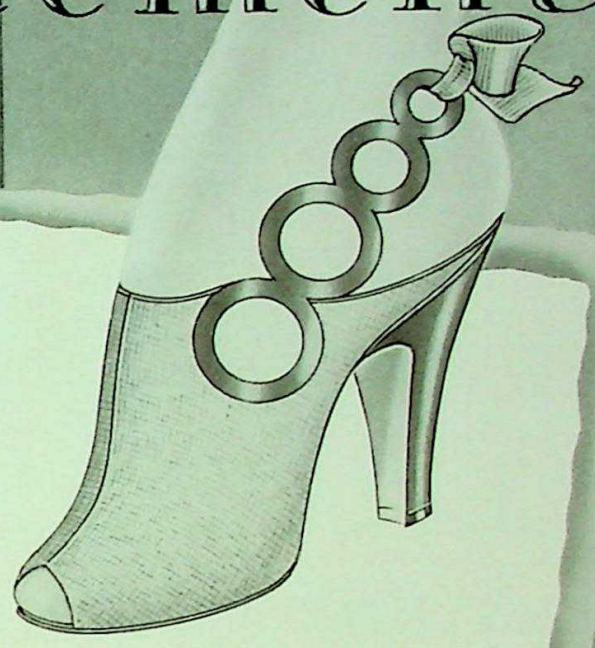
Its interpretation means better fit, more comfort, and elimination of vamp wrinkles.

We invite you to see them. Hotel Stevens, National Shoe Fair.

UNITED LAST COMPANY

56 Cherry Street **BROCKTON BRANCH** **Brockton, Mass.**

Announcement



AN INVITATION . . . a new line makes its debut for Spring and Summer.

Presenting . . . for the first time an innovation in smart footwear . . . a refined high styled line of exquisitely patterned forerunners of fashion . . . created by outstanding designers of shoes to meet the increasing demand of style conscious women in the medium price field.

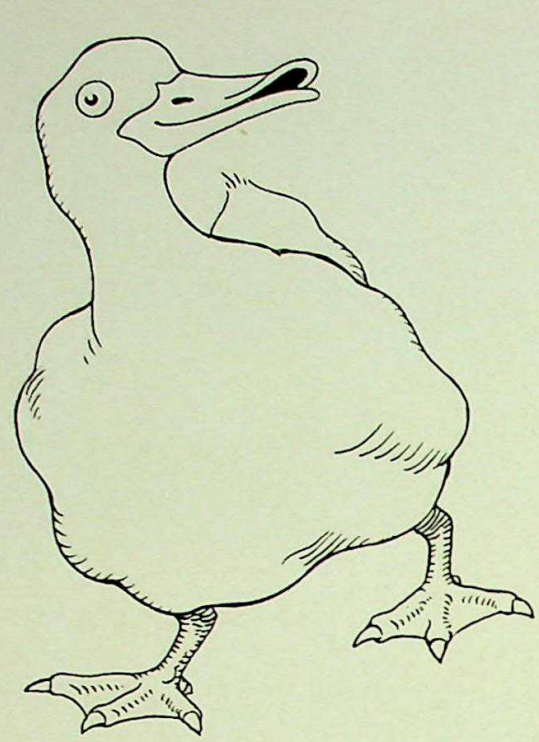
This matchless styling combined with dependable craftsmanship will create a definite place in your merchandising plans for 1939.

A progressive organization with ultra-modern production and plant facilities eagerly awaits your enthusiasm.

1001 HOTEL STEVENS
NATIONAL SHOE FAIR 1059

KEITH, KEITH & McCAIN, INC.

Rockland, Massachusetts



A DUCK WABBLES

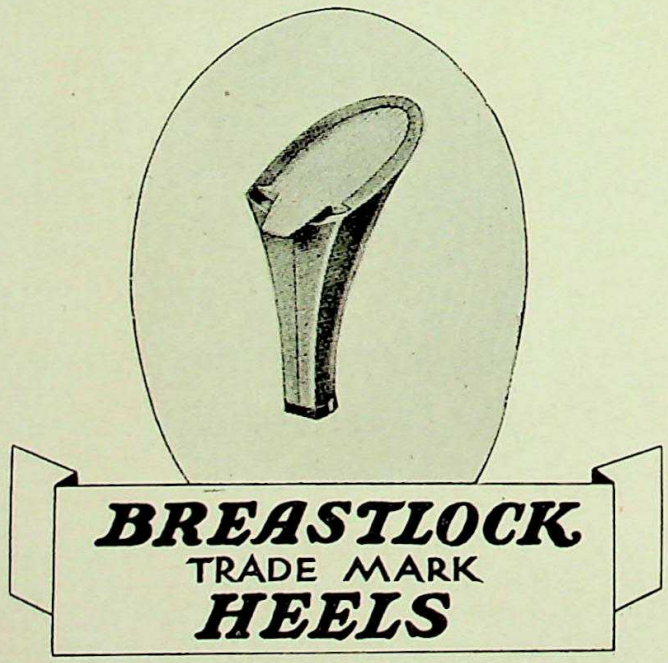
but who wants to be a duck

Your customers' heels will not wabble or teeter if the shoes you sell them have

BREASTLOCK HEELS

TRADE MARK

(and they won't have trouble with broken breastings either!)



F. W. MEARS HEEL COMPANY, Inc.

140 FEDERAL STREET BOSTON, MASS.

Factories at Lawrence, Mass.; Conway, N. H.; Auburn, N. Y.; Columbus, O.; St. Louis, Mo.
Affiliated: Dominion Heel Co., Montreal and Quebec, P. Q., Kitchener, Ont.

Crosby Square
TRADE MARK REG. U.S. PAT. OFF.
Authentic Fashions
IN MEN'S SHOES

Crosby Square
REG. U.S. PAT. OFF.
PRE-FLEX
CONSTRUCTION

THE BOOTH SHOE

Rodney Court

Active Maid

Baby Classmates

Classmates

BLACK HAWK

The Mid-States Shoe Co.
Milwaukee, Wisconsin
invites you to see
the profit-building line of '39
at

The House of Crosby Square	Ideal Shoe Mfg. Company
Rooms 550A and 551A	Rooms 542A and 544A

Two companies operating independently as divisions of one strong institution to effect economies in the purchase of raw materials and in manufacturing. The result — superior merchandise, competitively priced, that allows the margin of profit you need to be successful.

Here are Your Newest Crosby Squares

No. 512 — Handsome brown calf. Leather soles. Berkeley last. Also No. 513 in black antique finish.

You *cash in* on the trend to cool comfort on hot days, with these *Mexican Woven Shoes* . . .

Borrowed from the Mexicans, following authentic models, to help you capitalize on the growing demand for healthful comfort in leisure hours. Easy-fitting lasts, handsome appearance, long wearing — a label your customers are proud of. Pliable Huaraschehide leather. Flexible innersole and outersole. Lightweight. Build your volume by showing your customers how to have "happy feet." Size up on these Crosby Squares today.

Crosby Square
Authentic Fashions
IN MEN'S SHOES

Sandaleros — Strap model. Comfortable Snob last. *No.* 373 in Luggage Tan, with crepe soles; *No.* 374 in White, with leather soles.

Chihuahuas — Lace model. Smart Snob last. No. 365 in Luggage Tan, with crepe soles; *No.* 366 in Luggage Tan, with leather soles; *No.* 367 in White, with crepe soles; *No.* 368 in Luggage Tan and White, with leather soles; *No.* 369 in two-tone Tan, with leather soles; *No.* 370 in two-tone Grey, with leather soles.

Antique Finish *in* Crosby Squares —

the finish that sells more men

There is money for you with shoes in leather that is mellowed and "aged." The British atmosphere which surrounds the Crosby Square name — established through consistent advertising — gives added value to the antique finish of such shoes as the one illustrated here. Get all the profits you have coming — feature Crosby Squares.

Write to see the entire line.

A markless sole, triple toe, additional tap and other features make this a real boy's shoe.

The WALTON SHOE

for over 40 years the greatest name in boys' shoes

In the volume price range, only WALTON can answer your problems. Always producing footwear that has stamina and saleability yet priced so you can beat competition.

BUY WALTONS

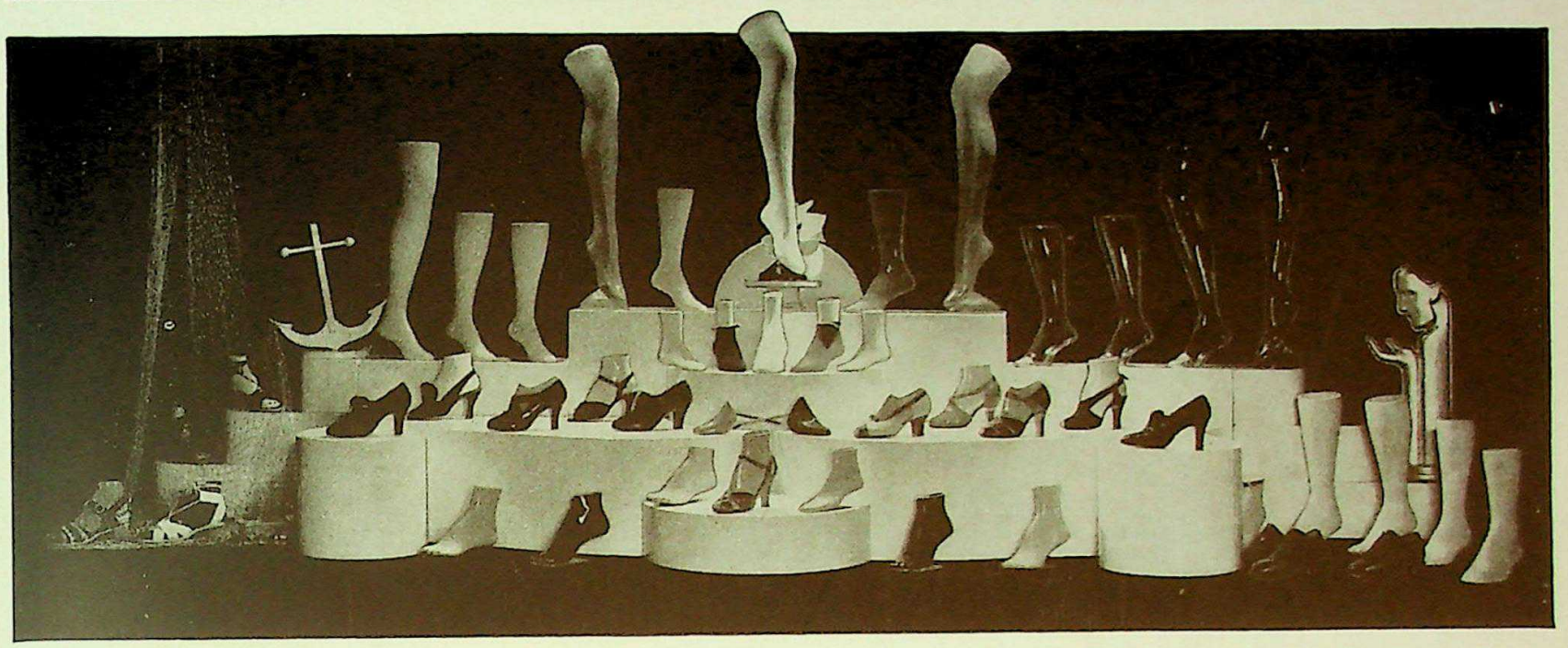
EXTRA VALUE *plus* **EXTRA WEAR**

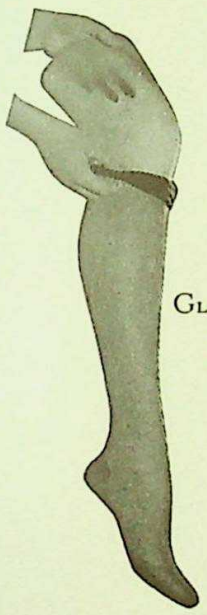
A. G. Walton & Company

BOSTON, MASSACHUSETTS

Creative FOOTWEAR

FOR HOSIERY *Fairy Forms* FOR FOOTWEAR





GLAMOUR-GLO TIP-TOE

TU-TOE

ANKLEHI

IMPRESSIVE DISPLAYS
WITH SALES-MAKING FAIRY FORMS

At the Shoe Fair you will see the style creations of the most famous shoe designers — and many of them will be displayed on Fairy Forms because only Fairy Forms can present them to the best advantage.

You, too, can best present your style selections with Fairy Forms. Shoes displayed on Fairy Forms have a compelling sales appeal. They are life-like and command the attention of shoppers.

Regardless of the styles you select, there are Fairy Forms designed to display them and to sell them. In your show windows, on counters, in the shoe department and in every other available space display your shoes — dramatize their sales features. You can do it with Fairy Forms.

There are Tu-Toe and Twinkle Toe forms for open toe styles, AnkleHi forms for pumps and street shoes and numerous other forms for every style of footwear. And don't overlook the opportunity for greatly increased hosiery sales with the popular Glamour-Glo hosiery form.

Know the complete line of Fairy Forms for shoe and hosiery displays. Mail the coupon for complete details.

SHOE FORM CO., INC.
Auburn, N. Y.

SHOE FORM CO. INC., Dept. CF-1
Auburn, N. Y.

Please rush full information and prices on the complete line of Fairy Form Shoe and Hosiery Displays.

Firm Name.....

Individual.....*Title or Dept*.....

City..... *State*.....

Amalgamated

Announces

A NEW TANNAGE

AMBUCK

A SOFT SUEDE LEATHER
WHITE IN COLOR AND HAVING THE
CHARACTERISTICS IN APPEARANCE AND
FEEL OF A PERFECT BUCK LEATHER

•

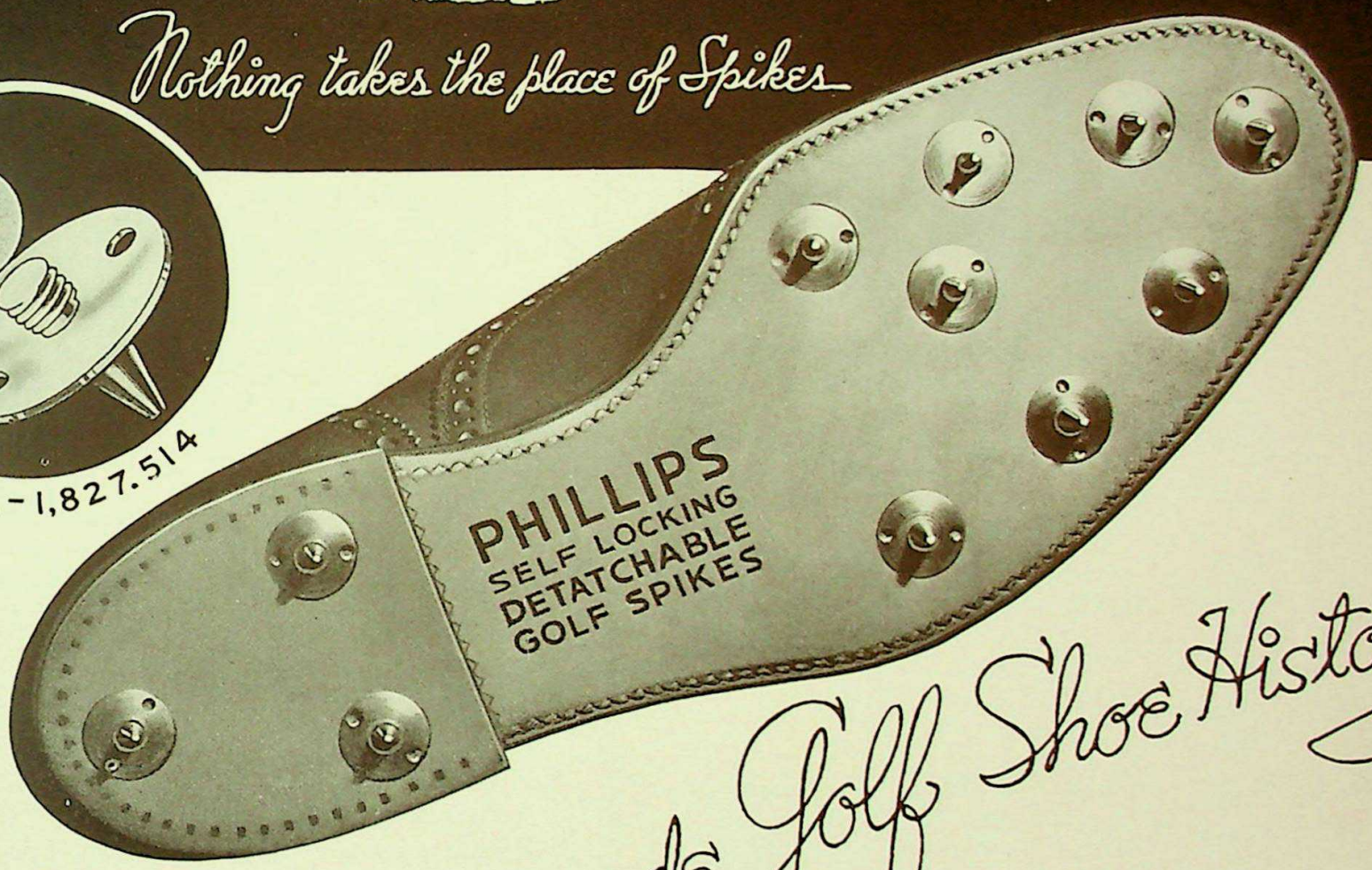
The acceptance of AMBUCK by Shoe Manufacturers of recognized standing in the field of high grade shoe production is its best recommendation

Send for swatches of this NEW Leather

Amalgamated Leather Co's, Inc.

WILMINGTON, DEL. **84 GOLD STREET, NEW YORK, N. Y.**

Nothing takes the place of Spikes



The "Spike" that made Golf Shoe History

MOST SHOE MANUFACTURERS
IN ALL PRICE GRADES ARE USING

The Detachable PHILLIPS SPIKE

We make it possible for Retailers
to sell our spikes and service
shoes with the Phillips Spikes

**Specify Phillips
for All Golf Shoes**

WRITE FOR OUR FOLDER GIVING COMPLETE STORY

E·C·PHILLIPS CO STOUGHTON

QUALITY ADDS VOLUME

THE WORLD OVER
CEDAR CLIFF SATINS
ESTAB. 1888
NONE BETTER

Registered Trade Mark

More Satins bearing this label have been used by the shoe and slipper trades during 1938 than in any recent year.

THE CEDAR CLIFF SILK COMPANY, INC.

357 Fourth Avenue
NEW YORK CITY

Program

(Continued from Page 59)

Tuesday Morning, Jan. 3, 1939, 9.30 O'clock

Boulevard Room—Booth Display Floor,
9.30 A.M.—12.00 Noon

SCIENCE OF PROPER SHOE FITTING CLINIC

Chairman, Harold R. Quimby, Editor, Creative Footwear

Discussion: Lasts and Patterns.

Lasts—Joseph W. Holmes, United Last Co., Boston, Mass.

Patterns—Ruth H. Kerr.

Tuesday Afternoon, 3.00 P.M.

Discussion: Anatomical and Functional Requirements of Footwear.

Dr. John Martin Hiss, Los Angeles, Calif.

Tuesday Evening, January 3, 1939, 8 P.M.

NATIONAL SHOE RETAILERS ASSOCIATION

Presents an Educational Meeting — North Ballroom, 3rd Floor

SHOE STORE PROBLEMS

Joseph T. Geuting, Jr., Chairman

How to Create Traffic .....Harry E. Fontius
Fontius Shoe Co., Denver, Colo.

Merchandising Control .....Steven J. Jay
R. H. Fyfe & Co., Detroit, Mich.

Your Selling Personnel .....Clarence W. Pollack
Thayer-McNeil Co., Boston, Mass.

Tuesday, January 3, 1939 All Day, also Wednesday and Thursday

EXPENSE CONTROL AND STORE MANAGEMENT CLINIC

Boulevard Room, Booth Display Floor, 2nd Floor

Professor Chester E. Willard—Dept. of Organization Marketing, N. U.

Professor James R. Hawkinson—Asst. Dean of the School of Commerce, N. U.

Professor Ira D. Anderson—Dept. of Marketing, N. U.

SALES PLANNING—SALES PROMOTION CLINIC

Boulevard Room, Booth Display Floor, 2nd Floor

Michael Murphy—Secretary, Sales and Advertising Manager, Krupp & Tuffly, Inc., Houston, Texas.

Arthur G. Heinmiller—Advertising Manager, S. J. Brouwer Shoe Co., Milwaukee, Wis.

C. Benjamin Rush—Advertising and Sales Promotion authority, Detroit, Mich.

Wednesday, January 4, 1939, 8.30 A.M.

NATIONAL SHOE RETAILERS ASSOCIATION

South Ballroom, Stevens Hotel, 3rd Floor

Special Breakfast for State and City N.S.R.A. Chairmen honoring Harry E. Fontius, President.

Election of Directors, 9.00 A.M. to 1 P.M.

Wednesday, January 4, 1939, 9.30 A.M.

Conference Room, Lower Level, Stevens Hotel

ANNUAL MEETING—NATIONAL COUNCIL OF SHOE RETAILERS, INC.

Ward Melville Presiding

Wednesday, January 4, 1939

Boulevard Room, 2nd Floor, 10.30 A.M. to 12.00 Noon

SCIENCE OF PROPER SHOE FITTING CLINIC

Discussion: Fitting the Shoe to the Foot, Clarence Faflik, Cleveland, Ohio.

Grand Ballroom, Stevens, 2nd Floor, 12.00 Noon

BUSINESS MEETING AND JOINT LUNCHEON

Harry E. Fontius Presiding

Presenting, Edgar A. Guest, Everyman's poet philosopher. Elmer Wheeler, Tested Selling Sentences.

Boulevard Room, 2nd Floor, 3 P.M.

SCIENCE OF PROPER SHOE FITTING CLINIC

Discussion: Problem Feet and What to Do with Them, William Pidgeon, Rochester, N. Y.

Evening, First Show 7.00 P.M. Second Show, 9.15 P.M.

STYLE SHOW

Grand Ballroom, Second Floor

Presenting Fashion and Footwear, Spring and Summer, 1939.

Thursday, January 5, 1939, 9.30 A.M.

SCIENCE OF PROPER SHOE FITTING CLINIC

Discussion: What to Do with Our Children's Feet, Mary Brouwer Finley, S. J. Brouwer Shoe Co., Milwaukee, Wis.

Grand Ballroom, Second Floor, 12.25 Noon

NATIONAL BOOT & SHOE MANUFACTURERS ASSOCIATION—ANNUAL MEETING

Annual Address, Chairman of the Board, Frederick A. Miller.

Annual Report, President, Jay O. Ball.

Annual Report, Secretary, Ruth S. Freeman.

Speaker, General Hugh S. Johnson.

Thursday, January 5, 1939, 3.00 P.M.

National Retailers Association, Board of Directors Meeting, Election of Officers.

Grand Ballroom, 7.00 P.M.

FOURTH ANNUAL BANQUET OF THE NATIONAL SHOE FAIR

jointly sponsored by

National Shoe Retailers Association

National Boot and Shoe Manufacturers Association

The HAZZARD SHOE

$3 AND $4 RETAILERS

Up to the minute lasts, fine shoe making and choice leathers make them established leaders in their price field.

$4 AND $5 RETAILERS

The above illustration, a Hazzard model with white pig forepart and white calf quarter with

The Emerson Shoe — HONEST ALL THROUGH

Vul-Cork SOLE

A perfected cork sole with the resiliency of crepe and the insulation of cork, giving a hefty appearance yet light in weight.

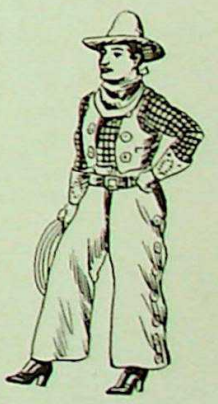
RIDING & FIELD BOOTS

Hazzard boots for men and women are standard values. In stock to retail at $6 to $10.

COWBOY BOOTS for MEN, WOMEN, BOYS

Men's cowboys are stocked to retail at $5.50 to $8.50.

We produce an extensive line of Jodhpurs and Engineers' Boots which enjoy widespread popularity



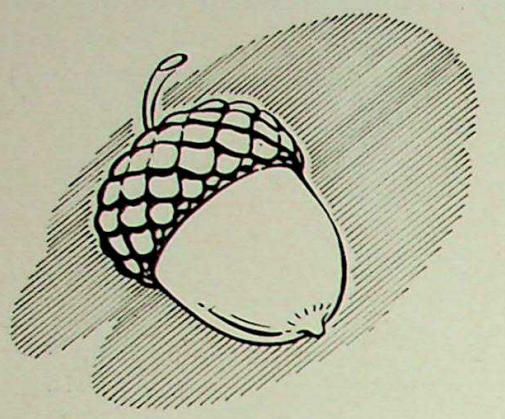
SEE COMPLETE LINES 539 DURING NATIONAL SHOE FAIR

STEVENS HOTEL

R. P. HAZZARD CO.

AUGUSTA, ME.

BOSTON SALESROOM, 119 LINCOLN ST.



Great Oaks from little

ALFRED VAMOS

THE entire shoe industry recognizes today, that VAMOS STRETCHABLE LEATHER is the most important and revolutionary development which the industry has known in many years. Behind this remarkable development lies the story of an idea, which was born more than a generation ago in the mind of one of the foremost of European shoemakers—Alfred Vamos.

Mr. Vamos, who is today as well-known to the shoe industry of America as he has long been to the shoe industry of Europe, conceived the idea that the age old principle of rigid materials in shoemaking was fundamentally wrong, from the dual point of view of achieving beauty and healthful comfort in footwear. He was, at that time, a member of a great Austrian firm of shoe manufacturers controlled by his family for generations, with factories in almost every country of Eastern Europe. Trained from childhood in every phase of the art of shoemaking, in anticipation of one day taking his father's place as head of the firm, he set to work enthusiastically to carry out his idea of developing flexible leathers to take the place of the accepted rigid varieties.

He developed a chemical method of softening and making stretchable tanned leathers, and then ran into an apparently insuperable obstacle in rendering such leathers not merely flexible but elastic. There was at that time no rubber material available which would stand up to the wearing requirements of shoe materials. Refusing to abandon his idea he came to America in the fateful year of 1914 to discuss his problem with American shoe manufacturers, who he felt would be more receptive to his idea than their more conservative colleagues in Europe. Then came the Great War and the shattering of more dreams than that of Alfred Vamos. Among the wrecks left in the wake of the hurricane was the once great firm of his father, and Mr. Vamos started to rebuild his fortunes in America. With varying success he struggled through the post-war years but never once did he forget his youthful dream of flexible leather.

Then about five years ago he learned about "Lastex," the MIRACLE YARN, that had already revolutionized many textile industries, and in this amazing invention he found the answer to his problem. "Lastex," with its practically imperishable elasticity and its ability to create the finest and strongest of woven fabrics, supplied the missing key. A fabric woven with "Lastex" and used for the backing of a stretchable leather, created Elastic Leather suitable for every purpose of shoemaking.

ALFRED VAMOS *Originator of "Lastex" shoe materials*

acorns grow

The backing problem was solved, but there were many minor problems still to be worked out before the great idea could become commercially and economically practical. With renewed enthusiasm Vamos set himself to the working out of these remaining problems. Months of experiment were necessary to determine the exact weight, stretch and elastic strength of the backing material. Other months were needed for the evolving of a special non-drying and porous cement; machines had to be specially created for the laminating process. Above all, cooperation of tanners had to be obtained in order that the proper skins and the proper tannage should be available. As one problem was mastered another one arose.

Mr. Vamos early determined that the use of his material would involve an entire new technique in shoemaking. He sought and obtained the cooperation of a nationally-known manufacturer of high-grade shoes, and in the Spring of 1938 the first shoes made with VAMOS STRETCHABLE LEATHER were successfully launched and took the shoe world by storm. Since that time there has never been a step backward. Other shoe manufacturers were quick to follow the pioneer, and in the course of one brief year almost every high-grade shoe manufacturer in America was including shoes made with VAMOS STRETCHABLE LEATHER in their line, and the demand for material was straining Mr. Vamos' production capacity. Early in the Spring he opened a factory in New York which, within three months, grew too small for his purpose. He moved to a new plant with double the capacity and within three months more, on the insistent demands of the St. Louis houses, he was forced to open a still larger plant in that great shoe city. In order to take care adequately of the St. Louis market, Mr. Vamos organized a separate company to operate his St. Louis plant and placed his son and partner, Andrew Vamos, at the head of that company.

ANDREW VAMOS,
President
Alfred Vamos & Son, Inc.
St. Louis, Mo.

Every indication today is that the astounding developments of 1938 will pale before those of 1939. Mr. Vamos holds firmly to the belief that the time will come when stretchable leather will be a basic requirement in practically all types of shoes, including men's as well as women's, and that belief, ridiculed a year ago, now finds firm supporters among leaders of the industry.

47 WEST 34th ST., NEW YORK, N.Y. **410 NORTH 23rd ST., ST. LOUIS, MO.**

Pat. Design No. 112305

THE BEEBE

Tupper takes this opportunity of extending the season's greetings to the industry.

Make 1939 a very happy and prosperous New Year with the Tupper line of street sandals.

Visit our exhibition—

Rooms 1061A-1062A-1064A-1065A

HOTEL STEVENS, CHICAGO

JANUARY 3 to 6

where you will see a selection of beautifully designed creations for the better stores at a price range of popular appeal.

• • •

TUPPER PREVIEW creations on display

Rooms 2307A — 2308A — Hotel Stevens

Tupper INC.

15th and Bloomfield Sts.
Hoboken, New Jersey

New York Office — MARBRIDGE BLDG.
47 W. 34th St., N. Y. C.

THE DERNA
Pat. Design No. 112081

MODISH MODELS

Now Being Shown

Above, Left, an all-over black patent leather side gore model with white trim, by Krippendorf-Dittman. *Center,* an all-over black patent leather model, open toe, by P. W. Minor. *Right,* all-over black patent leather model by Krippendorf-Dittman.

Right, Carioca oxford, white, tan trim, leather heel, by Geo. E. Keith Company.

Below, Left, all-over black patent leather model by Roberts, Johnson & Rand. *Center,* combination black calf and black patent model by P. W. Minor. *Right,* a blue calf model with blue suede elasticized front-piece, by Queen Quality.

A letter of appreciation for service

SAMUELS SHOE COMPANY

MANUFACTURERS OF

DeLiso Debs

DESIGNED BY PALTER/DeLISO

OFFICE AND FACTORY
TWENTY-FIFTH & MADISON
SAINT LOUIS, MISSOURI

NEW YORK OFFICE
846 MARBRIDGE BLDG

Dec.15,1938.

The Palatine Corp.
357 Fourth Ave.
New York City, N.Y.

Gentlemen:

Please accept our thanks for the splendid co-operation you have given us on our recent orders for suede goring. You have helped us considerably in filling our orders promptly and in creating good will for us with our customers by our being able to make prompt deliveries to them.

This has been of greater importance to us at this time than at any time in the history of our business, inasmuch as we have just embarked on a new merchandising policy of establishing agencies on DeLiso Debs in the leading stores of the large cities throughout America, and it is a great source of satisfaction to us to know that when we want a friend such as you have been to us in this instance that we can depend on you.

Your kindness will not be forgotten by us.

Sincerely yours,

SAMUELS SHOE COMPANY

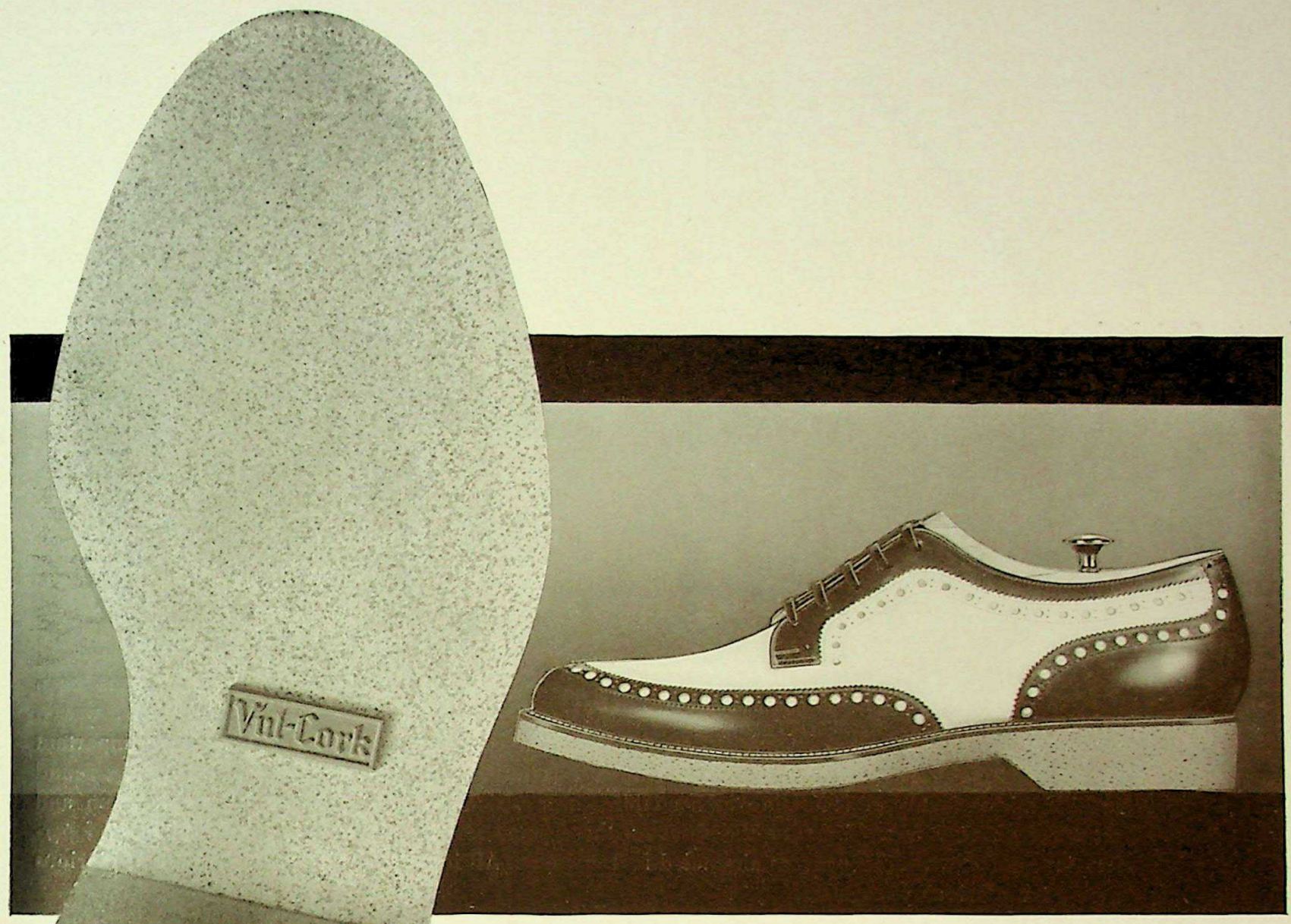
JGS:DH

OUR DELIVERY SERVICE
AND COLOR MATCHES
ARE UNEQUALED

GABARDINES MESHES LINENS GORINGS LASTEX CONTROLASTIC

PALATINE CORP.

357 FOURTH AVENUE NEW YORK CITY



Featured by C. H. Alden Shoe Co., Brockton, Mass.

Vul-Cork

a perfect combination for

DUTCH BOY — BROGUE — SPORT — DRESS STYLES

"VUL-CORK" is not just another sole but the only perfected Cork Sole.

It has the insulation of cork plus the stamina and resiliency of crepe.

Hefty appearing yet light weight — it floats.

Made in the new ivory and all the popular colors.

For Men's, Boys', Women's, Misses' and Children's Shoes.

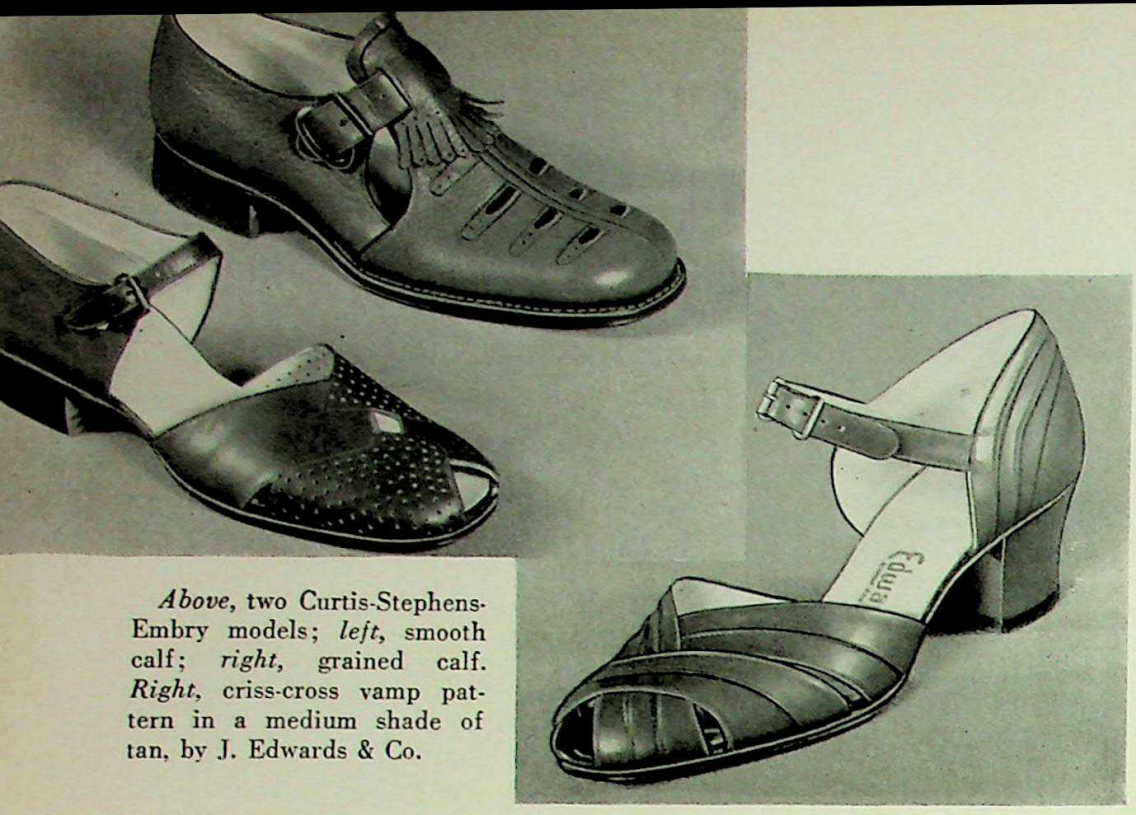
Displaying at Booth No. 19 CHICAGO SHOE FAIR

Now featured in leading manufacturers' lines in both dress and sport numbers

CAMBRIDGE RUBBER COMPANY

CAMBRIDGE, MASS.

AGENTS IN ALL SHOE CENTERS



Above, two Curtis-Stephens-Embry models; *left*, smooth calf; *right*, grained calf. *Right*, criss-cross vamp pattern in a medium shade of tan, by J. Edwards & Co.

WHAT THE LITTLE MISS WILL WEAR

SEEMINGLY, every innovation that has been created in shoes for mother and dad, has been brought into children's footwear. There are platform styles (both full sole and half sole), woven shoes, open toes and heels, gore models, and all the smart colors of the mode. One very important feature that we'd like to bring to your attention is the increased flexibility that is now to be found in little misses footwear. This is a commendable factor which will help to increase the freedom and action of growing feet. Examine the shoes on these pages and you'll note the predominance of perforations and cutouts. This means air-cooled foot comfort. All in all, this is a glorious year of glorious shoes, for glorious youngsters.

Below—reading left to right. (1) Blucher oxford with a white sport buck vamp and quarter, brown alligator saddle, by Dr. A. Posner Shoes. (2) White elk sport oxford with tan calf trim, white crepe sole and heel, by Ideal. (3) White calf with blue calf trim, small tear-drop perforations on vamp, by Simplex. (4) White and blue trimmed model, with blue platform half-sole and combination blue and white heel, by J. Edwards & Co. (5) All-over white sandal model by J. Edwards & Co.

Boston Shoe Show—Retail Shoe Guild Plans Program

THE Seventeenth Annual Convention of the Boston Shoe Show opens its doors at the Hotel Statler, January 9-10-11, 1939 to hundreds of buyers who are reported to be making plans to attend this big buying event. In addition to the many hundreds of lines which will be on display throughout the hotel, booth and working exhibits will be available for inspection on the Mezzanine Floor of the Hotel Statler.

One of the outstanding features of the show will be the presentation of a worthwhile program under the sponsorship of the Boston Retail Shoe Guild to be held on Tuesday, January 10, 1939 at 10.00 A.M. at the Hotel Statler. Speakers on subjects of interest to retail shoe buyers have been invited to participate and Horace T. Cahill, Lt. Governor of the Commonwealth of Massachusetts, will open the meeting with an address of welcome to the many buyers who will be in attendance. Among the subjects to be discussed are the following:

"Women's Shoe Styles and Colors for Spring 1939"

"Lasts for the Modern Shoe"

"Men's Lasts for Spring"

"Retail Advertising"

"The Retailer's Problem"

"The Vicious Sales Tax Bill"

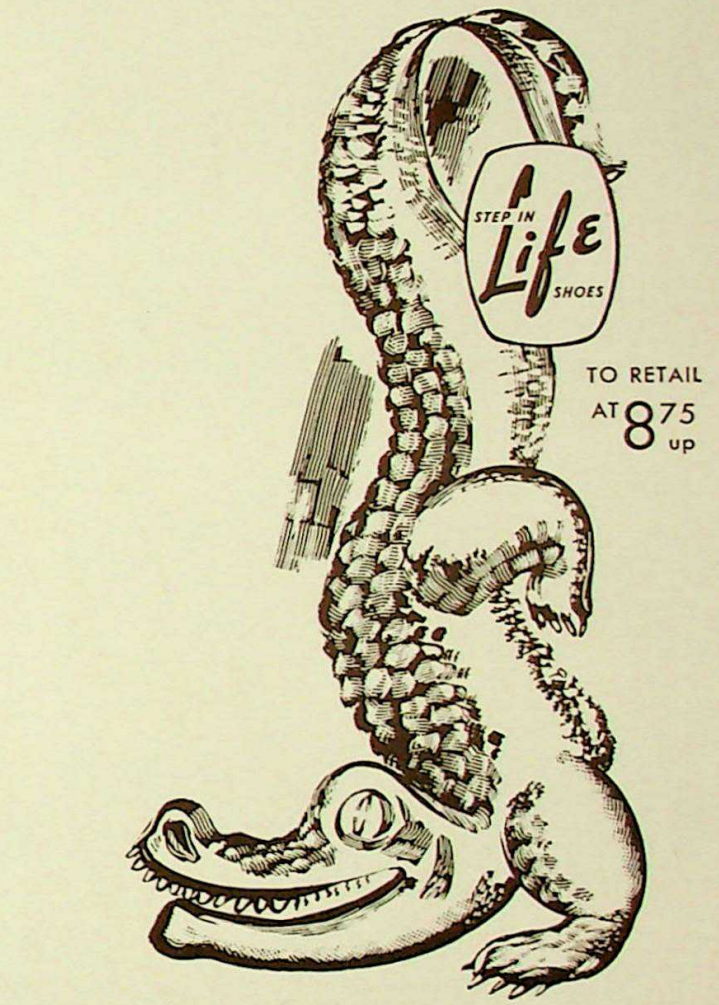
One of the officers of the Guild will talk on the Boston Retail Shoe Guild and tell of its objects and aims. President Philip Bayes will be Chairman of the meeting.

It is expected that group buying organizations will have large staffs on hand for the purpose of inspecting the many and varied lines of footwear which will be displayed on four floors of the Hotel Statler, centrally located within but a few minutes' walk of Boston's big shoe and leather district. All exhibits and sleeping rooms are under one roof to conserve time and energy, and to allow more intimate contact between buyer and seller. Reservations for display space and sleeping rooms may be made by communicating direct with Seventeenth Annual Boston Shoe Fair Headquarters, 210 Lincoln Street, Boston, Mass.

The New Dutch Boy for Boys made on a rocker bottom last, saddle tan upper.

We have a way with Alligators

We have a way with them because we've probably made more of them into shoes than all other manufacturers put together. This Fall we introduced those flexible, soft and lovable Step-in LIFE alligators and Fifth Avenue alone sold thousands of pairs! Now we have them for Spring in stylings even smarter than Fall's. They'll double Fall's Volume!



TO RETAIL AT 8.75 up

C. P. FORD & CO. INC.
ROCHESTER, N. Y.
N.Y. Office, Marbridge Bldg., WI.7-0422

THEY'RE AT THE CHICAGO SHOW
Rooms 933, 935, 936
Stevens Hotel

NATIONALLY ADVERTISED THROUGHOUT THE SEASON IN VOGUE, HARPER'S BAZAAR AND MADEMOISELLE

WORKING FEET

Maintain the Rails ★ Pan Cord shod for safety

Railroad men, schooled in the selection and use of proper materials and equipment, are among the most discriminating when it comes down to footwear. They have learned that heavy duty shoes, with Pan Cord Cord-on-end soles, deliver longer wear — feel safer under foot — keep feet dry — retain shape longer. Retailers, catering to the working man, find satisfied customers coming back, asking for Pan Cord Cord-on-end safety soles by name.

PAN CORD
CORD-ON-END
Safety Soles

PANTHER PANCO CO.
CHELSEA
MASS.

A magnified cross-section of the original loop cord-on-end sole. Fully protected by Patent Number 1,955,519

HUB GORE A

Growing Girls Footwear

Fashion decrees that they shall wear them ! ! ! !

These sophisticated Young Things, Debs and Sub Debs will take excitedly to the many attractive gored types to be found in the correctly styled lines for spring and summer. Sandals, Huarache weaves, side straps, sleeve, ankle band and frontal types are all Fashion correct and are being made in Kid, Calf, Suede and covered fabrics to match the smart leathers they complement.

EVERLASTIK, Inc.

CHELSEA, MASS.

Distributed by CHARLES I. ROCKMORE, INC., BROOKLYN, N. Y. WILLIAM TAGGART & CO., ST. LOUIS, MO.
F. GEORGE MOHR, CINCINNATI, OHIO GEO. W. NEWMAN LEA. CO., CINCINNATI-COLUMBUS, OHIO C. J. SIMES, MILWAUKEE
★ ★ ★ MAYNARD H. MOORE, JR., INC., STONEHAM, MASS. ★ ★ ★

In Stock

3482 White Elk with natural ribbed crepe sole.
3504 Light Tan Huarachehide with natural ribbed crepe sole.
3505 Light Tan Huarachehide with belting leather sole.
3443 Natural Huarachehide with natural ribbed crepe sole.
B 7 to 12; C 6 to 12; D 5½ to 12

PRICE
$3.60
Terms 5% 30 days

● **USING selected American leathers, Curtis craftsmen "Gone Mexican" hand weave the "Cifero" in colorful ventilated designs. Finely ribbed imported plantation crepe, or pliant belting leather outsoles, combined with curried flexible non-buckling innersoles, insure moccasin-like flexibility.**

At the Chicago Show—Hotel Stevens, Rooms 1313, 1356
At the Boston Show—Hotel Statler, Room 410

CURTIS SHOE COMPANY
MARLBORO · MASS.

Sell a Man on the Basis of his Personality

By ART RILEY

"A MAN should be sold clothing and accessories of dress on the basis of his personality," so succinctly sayeth our eminent correspondent, Ray Twyeffort. And there's much in the way of sound logic and common sense reasoning in these words.

Unfortunately, for himself, as well as for those who are vendors of men's wear, the American hombre hasn't taken the interest in himself clothes-wise that he should. Many a man will spend several thousands of dollars for a motor car that catches his eye for beauty and color, but when it comes right down to something that is really a part of himself—his clothes—he utterly neglects an important part of his personality. He'll spend a lot of time shining up that motor car stimulated by the pride of possession, but what a great boost it would be to the American male, as well as the entire industry, if the twenty-eight million motor car owners would spend an equal amount of time and a similar interest in shining up their personalities.

We have heard much of late of America's sub-standard one-third who are ill-clothed, ill-fed and ill-housed, and one of the primary concerns of these neglected individuals is good housing. The housing problem is occupying the attention of many in this country, and architects are not alone concerned with improving housing for the neglected group, but for those in the middle income group as well. What the American male needs is a reincarnation of a trinity of progressive spirit in the combined efforts of the American designer, tailor, and men's wear dealer in a movement concentrated on this vital problem for they are the architects of the clothing that this individual wears—really the housing of his person, and the analogy is not far-fetched.

People in all walks of life, and more particularly men who are making purchases of apparel, lean heavily upon the tailor or sales person. He wants advice and the vendor who can give it to him in the right way will bask in the perpetual sunshine of flourishing business. For example: Some few years ago an acquaintance of mine, one who prided himself on his personal dress, happened into a prominent Fifth Avenue shop after a rather fruitless search for a particular style of hat which had caught his fancy. The idea was in his mind but his descriptive powers were a bit hazy. In any event, he got the idea over to the alert salesman who was studying his physiognomy closely as he talked. And lo and behold! He produced a hat that was the very counterpart of the one of which my friend had dreamed. Result: pleased customer now buys several hats a year from this store, other accessories as well, and better still, likes the very friendly relationship which has developed with the chap who sells the hats. Here's a swell illustration of our theme—"Selling a man on his personality"!

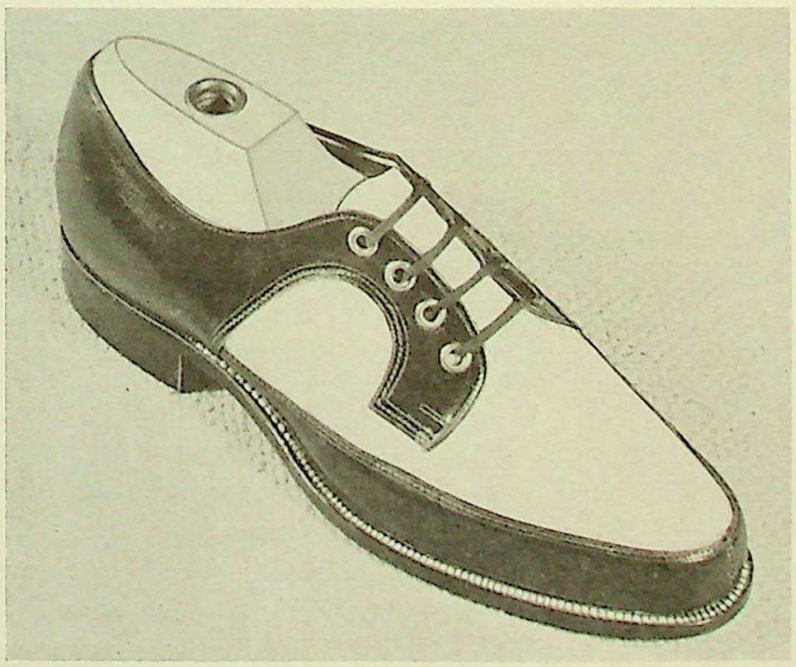
The field of men's wear is wide open for this high type of exploitation. It's like a veritable untouched diamond mine and the only tools necessary are a good knowledge of merchandising, good style sense, plus a deep fund of that very important element—diplomacy.

Color is rapidly moving ahead and presages a complete revolution in men's dress. The day of the utilitarian influence is on the way out. Without question, we are on the threshold of a new era in the modes of man, and the wide diffusion of color among America's male population in the future will have a tremendous psychological effect upon the courage, morale and confidence of the individual. It will give cheer, create new personalities and stimulate prosperity. In brief—it will rejuvenate the male of the species.

One of the greatest influences of this advancing color movement will be to break down the current vast uniformity and monotonous theme that pervades both shadow and substance of present day raiment. More than anything else it will completely erupt the regimentation on dress hat that has wearied our eyes for so long, and then again, regimentation in dress does not reflect the free and untrammeled spirit of a democratic nation. From the business angle it will create new vertical markets.

It is innate in the male to possess a fondness for color, but he has been afraid of it, and possibly the opinion of his fellow men has been the greatest occasion of that fear. In the impenetrable jungles of far-off lands where birds are noted for their gay plumage, the male of the species takes an especial pride in his magnificent coloring —the same color consciousness is the rightful heritage of the human male. The renaissance period of color is here —the revivified man is in the making.

Hail to this new era of color and streamlined dress with its accompanying blessings for the "American male bird"!



White buck, mahogany trim model with leather sole and heel, by Hazzard. Made on the new refined wall last which is meeting with favor.

Shoes by MACKEY

for

SPORT

and

CRUISE

on exhibition

ROOM 926-A

HOTEL STEVENS, CHICAGO

JAN. 3 to 6

J. MACKEY & SON

715 BROADWAY

NEW YORK CITY

MESH *or MESS?*

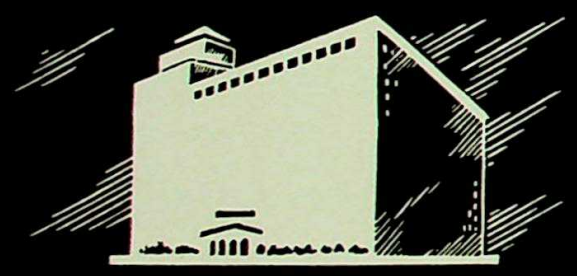
What a world of difference just one letter makes! It means just the difference between QUALITY and all that that word implies, and the resultant dissatisfaction always present through the use of goods built DOWN to a price.

Rosemont Mesh is a quality-proven product, and we are proud to say that many thousands of yards have been used without a single claim for breakage.

Be wise — beware of cheap meshes! Specify Rosemont Mesh and play safe.

ROSEMONT SILK CO.
84 Madison Avenue
New York City

Samples forwarded upon request



THE *Coronado*
IN ST. LOUIS

Known not only in St. Louis, but throughout America as the gathering place of smart people, this hotel excels in cuisine, unobtrusive service and luxurious surroundings.

Rates from $3.00 4 Famous Restaurants

The Hotel Coronado LINDELL BLVD AT SPRING AVE
UNDER THE DIRECTION OF PRESTON J. BRADSHAW

Picking the Right Accessories for Spring

DON'T let anyone tell you handbags are getting smaller. The whole fashion idea is big bags — the bigger the smarter. We appreciate that manufacturers have to limit their sizes when they begin figuring costs and that price has a lot to do with the dimensions of the bags you can sell but remember, always, that big bags have fashion prestige.

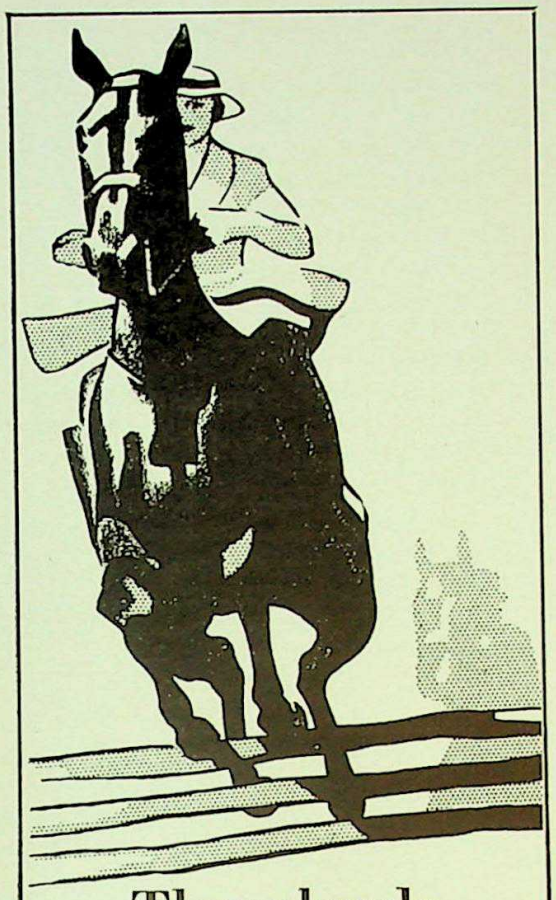
AS TO TYPES: The patent leather bag is so important for Spring that it makes one group all by itself. Dramatically large and very simple bags will be the rule—with top handles still very good. Feature a few under arm types, though, for the individualists.

The soft handbag is *very very* prominent as a daytime bag fashion. Crushed calf, crushed goat, and all the glove leathers, cape, suede and doeskin appear in pillow-like bags. Covered frames, many top handles and considerable detailing in tuckings, pleating and other treatments which give a soft feeling are characteristic.

The tailored calf bag is the one which follows up a number of new ideas in silhouette—getting away from the square or plain rectangular shape. Again in this group we have many top handles—here and there the handle which goes over the shoulder.

The longer glove will be news again this Spring — 4 button at the very least on up to 6, 7 and 8 button lengths for those who can afford them. With color the great excitement, detailing is quite subdued and it is the popularity of color which is bringing longer gloves back. The shortie will persist but will begin to lose ground this Spring in favor of longer gloves. Watch for contrasting fourchettes, combinations of suede and glace or pigskin and chamois, or cape and mocha again and again. Novelty stitches in hand sewing and cording designs on the backs which get entirely away from the classic 3 lines of pointing are typical of good Spring styles. Volume business is expected in colored doeskins and capes from the domestic market, colored suedes will also be promoted, and natural and white chamois and doeskins will be good in popular price ranges. Quality interests will take up with imported French doeskins and suedes and domestic colored mochas, and English suedes. If you want smart sports gloves stick to pigskin and goatskins in typical leather colors.

The belt and flower market are coordinating beautifully with handbags and frequently with shoes. Since belts and flowers are low priced items they serve nobly to complete "accessory coordinations." The high colors: fuchsia, gold, bright blues, teal blues, violet, should be shown, when possible, in handbags, gloves, belts and flowers so that customers may choose any two or three of these accessories as accents for Spring costumes.



Thorobreds
Of the Footwear Field
DURAKALF
RESKRAF
TUFSTA
"No 2500"
Specialized Unwoven
Underlay Material

Four RESPRO products, each a leader in its field, which enhance beauty and quality . . developing in shoes that high standard of stability and good form which proclaims the thorobred.

DURAKALF and RESKRAF provide an outstanding lining combination. The first, a leader among leather replacement materials for vamp and quarter linings. The latter, a better sock lining for better shoes at lower cost. Together they produce quality at right prices.

TUFSTA is the original, non-fray, non-woven reinforcing material. Tough and strong, with no fuzzy edges to mar the beauty of the shoe . . no weave to show through and spoil the appearance of light leathers.

NO. 2500 UNDERLAY . .made on unwoven base . . no thread weave to show . . smooth finish.

Look for These RESPRO Products in the Shoes You Buy

RESPRO Inc.
Cranston, Rhode Island, U.S.A.

We've Seen New Platforms

THIS is the time of the year when manufacturers grow cagy. They may bring out a good new number from the bottom drawer, and let you have one look, but the news (quite properly) can't be published until the shoes are in production. So we can only say that everything we've seen leads us to believe in platforms — more and more of them—notably:

Half platforms, established as the big sellers.

Thick "footstools" for non-dancing evenings and for play—we've seen some three inches thick.

Platforms curiously and elaborately worked into curves and whirls.

Platforms in two, three and more layers of contrasting color.

Hidden Platforms:

Brand-new variations of welting and mudguards that give a platform effect.

Watch for new platforms in all the lines—Buy as many types as you can afford, play them up in advertising, windows and display, because they're fashion news.

Trade News Note

Racine-Holland Combine

EFFECTIVE January 1, Holland Shoe Company, Holland, Michigan, joins hands with the Racine Shoe Manufacturing Company, Racine, Wisconsin. Both companies are well established shoe firms, each having been founded over a quarter century ago. According to Jens Jensen, president of the Racine Shoe Company, both plants will continue in regular operation, and both lines will retain their own brand identities. Added sales opportunities for Holland and Racine Shoe dealers are foreseen from the merger. By combining their resources and manufacturing experience, the component companies will be able to offer greater shoe values, a wider variety of new shoe styles, and increased advertising to consumers. Officers of the *(Cont. on P. 87)*

A SHOW
WITHIN A SHOW

Hannahsons

New Spring Line of

FORMAL AND INFORMAL

Footwear

IN STOCK
Ready for Immediate Delivery

★

on Display at the
NATIONAL SHOE FAIR
Stevens Hotel : Chicago
January 3, 4, 5 and 6
Rooms 1003a-1009a

BOSTON SHOE SHOW
January 9, 10 and 11
Room 518

Louis Hartman, Sam Miller in attendance

★

Jean

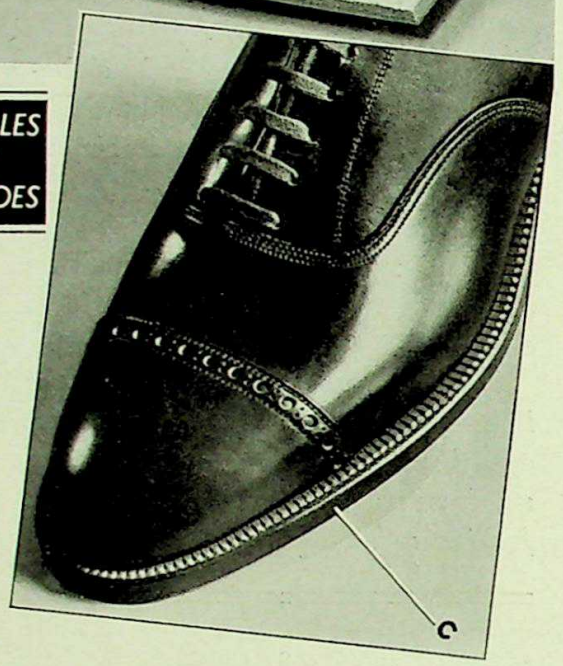
IN STOCK

No. 2424	Black Patent Leather	0125
No. 2426	Parisian Blue Calf	0125
No. 2428	Japonica Calf	0125
No. 2430	White Kid	0125
21/8 Louis Heel		AA and B widths

● **See the complete Hannahsons line at these two shows.**

HANNAHSONS
HAVERHILL, MASS.

KISTLER "BENCH BRAND" LEATHER SOLES ADD TO THE CONSTRUCTION OF STREET, DRESS, SPORT AND WORK SHOES



With a substantial welt—A—to carry the sole—B—and provide a rugged, well-trimmed and set edge—C—serviceability is apparent and is assured to any man. Shoes thus made create a market of extent and permanence. Although a timely style of street shoe in process of construction is used to show at what stage in manufacturing "BENCH BRAND" leather soles go on,

KISTLER "BENCH BRAND" SOLE LEATHER

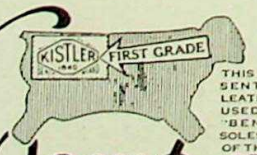
A BALANCED TANNAGE

has a big call for bottoms on the other types of shoes we mention. Those who walk, work or play on "BENCH BRAND" leather outsoles experience satisfaction. They are "A Natural" bottom for men's shoes distributed by stores stressing quality. And believe it or not, stressing quality pays. We venture to say that once you sell shoes with Kistler "BENCH BRAND" leather soles you will never be without them.

If you desire to stock men's shoes bottomed with Kistler "BENCH BRAND" Sole Leather, tell us so and we will direct you to the manufacturers of the kind wanted.

KISTLER Leather Company

FOUNDED 1840



THIS CHART REPRESENTS A SIDE OF LEATHER. THE PART USED FOR KISTLER "BENCH BRAND" SOLES IS ABOUT 13% OF THE WHOLE SIDE.

• BOSTON • MASS •

Coming Trade Events

JANUARY 3-6, 1939

National Shoe Fair, sponsored by National Shoe Retailers' Association and National Boot and Shoe Manufacturers' Association, Stevens Hotel, Chicago, Ill.

JANUARY 6-7, 1939

Twenty-eighth Annual Convention, National Shoe Travelers Asso., Morrison Hotel, Chicago.

JANUARY 8-10, 1939

Michigan Annual Shoe Fair, Hotel Statler, Detroit, Michigan.

JANUARY 8-10, 1939

Northwestern Shoe Retailers' Asso. Annual Convention, Hotel St. Paul, St. Paul, Minn.

JANUARY 8-10, 1939

Charlotte Shoe Fair, Hotels Charlotte and Selwyn, Charlotte, N. C.

JANUARY 9-11, 1939

Seventeenth Annual Boston Shoe Show, Hotel Statler, Boston, Mass.

JANUARY 15-17, 1939

Indiana Shoe Travelers' Association, Sixteenth Annual Shoe Buyers' Week, Claypool Hotel, Indianapolis, Indiana.

JANUARY 15-18, 1939

Joint Convention of the Southwestern Shoe Travelers' Association and the Texas-Oklahoma Retailers' Association, Gunter Hotel, San Antonio, Texas.

JANUARY 22-24, 1939

Mid-Continental Shoe Show, Mayo Hotel, Tulsa, Oklahoma.

FEBRUARY 12-14, 1939

Middle Atlantic States Shoe Retailers' Association, 25th Annual Convention, Lord Baltimore Hotel, Baltimore, Md.

MAY 21-22, 1939

Annual Convention Illinois Shoe Retailers and Shoe Travelers, Pere Marquette Hotel, Peoria, Ill.

JUNE 11-13, 1939

Midwest Shoe Fair, Netherland Plaza Hotel, Cincinnati, Ohio.

JUNE 12-14, 1939

Annual Convention California Shoe Retailers' Asso., Hotel Baltimore, Los Angeles, Cal.

JUNE 18-20, 1939

Wisconsin Shoe Travelers' Association Shoe Show.

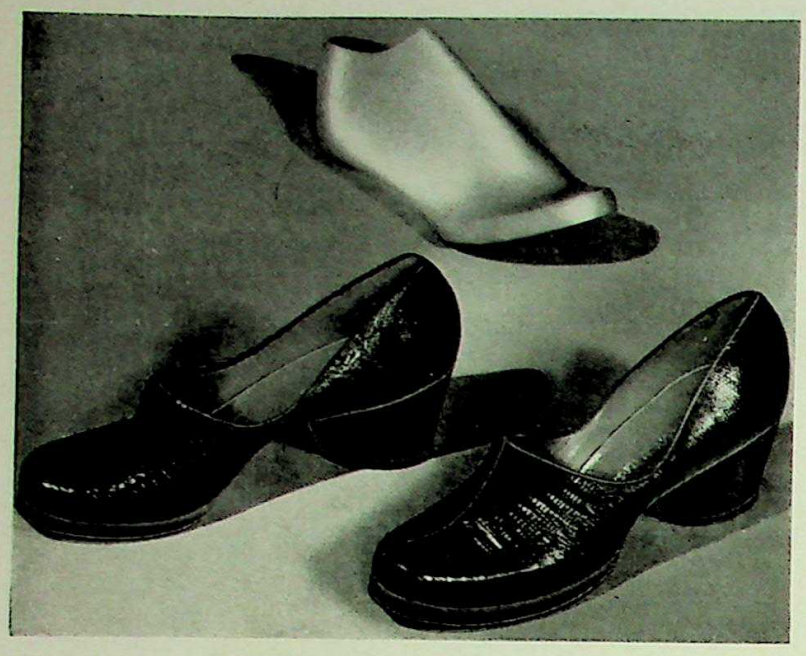
COME TO
BOSTON
17th ANNUAL NATIONAL SHOE SHOW
HOTEL STATLER
JANUARY 9, 10, 11
1939
MAKE YOUR RESERVATIONS NOW

The AIR-TRED Shoe

HERE IS a tested feature line at today's most popular price—really the only recognized $5 line in the country. Air-Treds will be nationally advertised in 1939 insuring increasing popular demand.

PODZOS, a new group of Air-Treds of the sports type, will make their debut in Chicago. **Be sure and see them in Rooms 733 and 734-A.** It will pay you to investigate the complete Air-Tred plan and proposition.

AULT-WILLIAMSON SHOE COMPANY, *Auburn, Maine*



Saks Fifth Avenue's "Zuider Zee" and the last over which it was made.

The Rocker Bottom Last

THE Zuider Zee—that cute little shoe that the smartest young women are wearing, was a Saks Fifth Avenue idea, inspired by the native Dutch wooden sabots. It has everything the shoe world wants—simplicity, foot-favoring qualities, youthfulness — and the fashion world thinks it is equally perfect because it is one more expression of the peasant influence. Because the design has been carefully developed and made practical for modern urban use it has been one of the major footwear sensations of the season. The last was created by Sterling Last Corp.—developed in a shoe by Seymour Troy—promoted by Saks Fifth Avenue.

Trade News Notes

Keith, Keith & McCain, Inc.

KEITH, KEITH & MCCAIN, INC., newly organized as manufacturers of women's Sbicca and Delmac shoes to retail at $6.75, have started cutting operations in the former Charles E. Lynch factory in Rockland, Mass. Formally launched with the filing of articles of incorporation with the Massachusetts Commissioner of Corporations, the new concern, which is capitalized for $200,000, has as officers a group of young and widely known practical shoe executives.

George E. Keith, president of the new corporation, is a former well known shoe executive of the Geo. E. Keith Company of Brockton, Mass., and in his new connection will be charged with the handling of sales.

James P. Keith, treasurer of Keith, Keith & McCain, Inc., is also a former executive of the Geo. E. Keith Company, having served that concern in a financial capacity. In his new connection he will handle finances and serve in a general managing capacity.

E. W. McCain, vice president of the newly organized concern, is internationally known as a stylist and creator of women's smart footwear. He was formerly associated with Boyd Welsh Co., but more recently with Wolff-Tober Shoe Co. of St. Louis, Mo. Mr. McCain will serve the new concern in a style and sales capacity.

In procuring the services of Albert Leone, former quality man for I. Miller, the Rockland, Mass., concern has secured the services of a man highly regarded as a factory superintendent and quality man. He will concentrate all his activities on factory operations and maintenance of quality.

Elasticized Ankle Straps

BECAUSE the foot slips through a wide, elasticized ankle strap, the patent leather sandal shown to the left (below) takes on an entirely new line. The spring sandal (upper right) is made in midnight blue suede with a purplish cast (the color of a serge suit) perforated all over, and enlivened by a bright wine platform and welting. This also has the elasticized ankle strap, a fashion innovation that is meeting with more-than-ordinary success. Both models from the DeLiso Debs line, styled by Dan Palter, made by Samuels Shoe Co.

Models from De Liso Debs line, styled by Dan Palter, made by Samuels Shoe Co.

"ASK YOUR MANUFACTURER—

TO SHOW YOU
NEWFLEX PIGSKIN
• or write us for samples. See for yourself WHY this porous, flexible and durable innersole increases the selling value, by increasing the value of the shoe. It provides Comfort, Wear and Shape-holding character."
INNERSOLES • COUNTERS • WELTING
EDGAR S. KIEFER TANNING CO.
223 W. Lake St., Chicago • Tanneries: Grand Rapids, Mich.

RIDING BOOTS

For MEN, WOMEN and CHILDREN—also JODHPURS—and FIELD BOOTS IN STOCK
Connell Boots also carried in Stock at Metropolitan Shoe Sales, Marbridge Bldg., New York City.
J.M.CONNELL SHOE CO.
SOUTH BRAINTREE, MASS.

ELAM'S
PRE-WELTS
for Children
will be shown at the Chicago Shoe Fair by MR. CHAS. READER in Room 1055.

542—White T-Strap, 2-6
542-X—Same, 6½-8
ALL STYLES IN STOCK
Send for Catalog
F. S. ELAM SHOE CO.
Rochester, N. Y.
New York: 439 Marbridge Bldg.
Chicago: Harper & Kirschten Shoe Co.
Boston: Lane Brothers.
Los Angeles: Boston Shoe Co.
New Orleans: B. Rosenberg & Sons.
Cleveland: Krohngold Shoe Co.

Racine-Holland Combine

(Continued from Page 83)

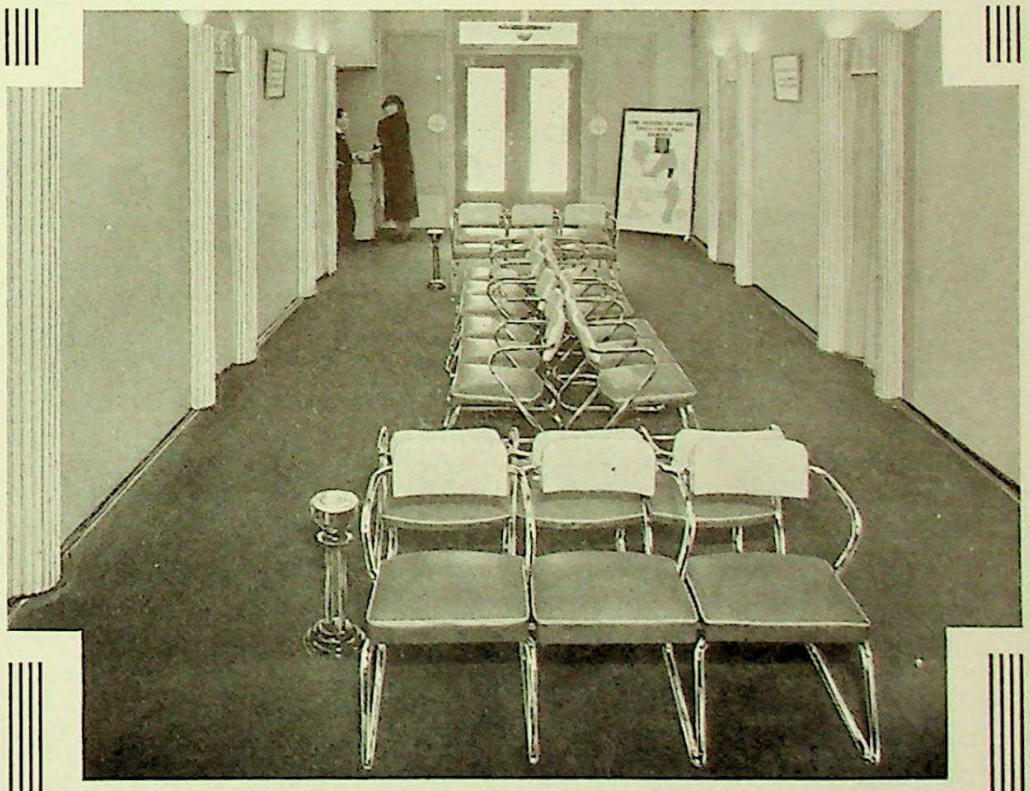
the new arrangement will be Jens Jensen, President; C. C. Andreasen, Secretary and Treasurer and William C. Reagan, Vice-President in charge of combined production and purchasing. Both plants under the new arrangement will continue in regular operation and retain their brand identities. Tien Marcus will serve as superintendent of the Holland Division and Walter Reagan as superintendent of the Racine Division. A new line of popular priced shoes for men and boys, to be known as the McCoy line, has been added.

BE YOUR OWN BOSS
We are interested in placing young men with experience in the shoe business. Minimum capital required. Write CF-1, c/o CREATIVE FOOTWEAR, 210 Lincoln St., Boston, Mass.

The Edwin Clapp SHOE
"HIGHEST GRADE ONLY"
★ Over 30 Styles IN STOCK
East Weymouth, Mass., U. S. A.

Professional
BOWLING SHOES
PRICE
Men's $2.40 Women's $2.30 Oxfords 5c less
Combination Soles
RIGHT FOOT
Rubber Sole
Rubber Heel
LEFT FOOT
Buckskin Sole
Rubber Heel
No. 240
BROOKS SHOE MFG. CO.
Swanson & Ritner Sts., Philadelphia

ORIGINAL
Dr. A. Reed CUSHION SHOES
FOR WOMEN
THE JOHN EBBERTS SHOE CO., INC.
IN Buffalo, N. Y. STOCK
A Line Without Competition



Royalchrome
DISTINCTIVE FURNITURE
has proved that a Shoe Shop can be beautiful, have charm and individuality, and—above all—be enticing to customers. ROYALCHROME attracts new customers—brings back the old—helps you earn real profits. Exclusive TUF-TEX leatherette and chrome plated to withstand the hardest use in Shoe Stores. Insist on the ROYALCHROME metal name plate. It is your assurance of highest quality.
Big 72 page catalog in color. Ask for it.
ROYAL METAL MANUFACTURING CO.
1162 S. Michigan Ave.
CHICAGO
New York Los Angeles
Toronto
Royal
"METAL FURNITURE SINCE '97"

The Market Is Calling

all buyers—wanting the latest and best—tested by comparison.

No other shoe center gives to buyers the chance for a choice obtainable in the Marbridge Building.

When in New York — be neighborly — a welcome awaits you on every floor.

D. S. MACDONALD, *Mgr.*

47 West 34TH ST. ALSO 1328 BROADWAY NEW YORK

A BIG JOB IN NEW YORK

● To redecorate, refurnish and re-equip 1700 rooms is a big job in any town—but the McAlpin did it—and did it well. Hundreds of guests have praised the bright colorful, restful atmosphere of these big, *new* rooms.

Next visit, come in, compare—and be convinced that you can enjoy maximum comfort at the McAlpin at minimum cost.

ROOMS with BATH from **$2.50**

HOTEL McALPIN

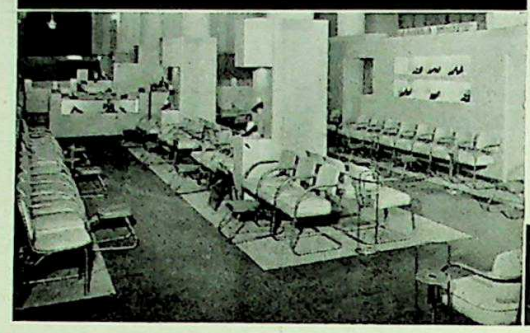
Under Knott Management

JOHN J. WOELFLE, *Mgr.*

"The Center of Convenience"

BROADWAY at 34th ST., NEW YORK, N. Y.

HOWELL *Chromsteel* FURNITURE FOR SHOE STORES



● Your customers will like the modern style and comfort of Howell Chromsteel. You'll like the way it looks and wears. Write for Catalog of Shoe Store Equipment now.

HOWELL
ST. CHARLES · ILLINOIS

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Brooks Shoe Mfg. Co., Philadelphia, Pa.	87
Brown Shoe Co., St. Louis, Mo.	44-45
Cambridge Rubber Co., Cambridge, Mass.	75
Cedar Cliff Silk Co., New York, N. Y.	68
Clapp, Edwin, & Son, East Weymouth, Mass.	87
Connell, J. M., Shoe Co., South Braintree, Mass.	87
Coronado Hotel, St. Louis, Mo.	82
Curtis Shoe Co., Marlboro, Mass.	80
Eastern Footwear Corp., Dolgeville, N. Y.	9
Ebberts, John, Shoe Co., Buffalo, N. Y.	87
Einstein, J., Inc., New York, N. Y.	14
Elam, F. S., Shoe Co., Rochester, N. Y.	87
Endicott-Johnson Corp., Endicott, N. Y.	7
Everlastik, Inc., Chelsea, Mass.	79
Field & Flint Co., Brockton, Mass.	11
Ford, C. P., & Co., Inc., Rochester, N. Y.	77
Friedman-Shelby Branch, International Shoe Co., St. Louis, Mo.	36
Hannahsons, Haverhill, Mass.	83
Hazzard, R. P. Co., Augusta, Me.	69
Holland-Racine Shoe Co., Racine, Wis. and Holland, Mich.	89
House of Crosby Square, Milwaukee, Wis.	63
Howell Company, St. Charles, Ill.	88
Hubschman, E., & Sons, Philadelphia, Pa.	10
Hunt-Rankin Leather Co., Boston, Mass.	3
Keith, Keith & McCain, Inc., Rockland, Mass.	61
Kiefer, E. S., Tanning Co., Chicago, Ill.	87
Kistler Leather Co., Boston, Mass.	84
Knight Slipper Mfg. Corp., Brooklyn, N. Y.	57
Lima Cord Sole & Heel Co., Lima, O.	15
Mackey, J., Inc., New York, N. Y.	81
Marbridge Bldg., New York, N. Y.	88
McAlpin Hotel, New York	88
Mears, F. W., Heel Co., Boston, Mass.	62
Mid-States Shoe Co., Milwaukee, Wis.	63
Milius Shoe Co., St. Louis, Mo.	40
Minor, P. W., & Son, Inc., Batavia, N. Y.	58
Novelty Slipper Co., Inc., New York, N. Y.	13
Ohio Leather Company, Girard, O.	90
Palatine Corp., New York, N. Y.	74
Panther Panco Co., Chelsea, Mass.	78
Peters Branch, International Shoe Co., St. Louis, Mo.	46-47
Phillips, F. C., Co., Stoughton, Mass.	67
Respro Inc., Cranston, R. I.	83
Restful Footwear Co., Jersey City, N. J.	16
Rosemont Silk Co., New York, N. Y.	82
Roberts-Johnson-Rand Branch, International Shoe Co., St. Louis, Mo.	48-49
Royal Metal Mfg. Co., Chicago, Ill.	87
Seton Leather Co., Newark, N. J.	5
Shoe Form Co., Inc., Auburn, N. Y.	65
Stacy Adams Co., Brockton, Mass.	59
Taylor, Thos. & Sons, Hudson, Mass.	2
Tupper Inc., Hoboken, N. J.	72
Tweedies Footwear Corp., Jefferson City, Mo.	43
United Last Co., Brockton, Mass.	60
United Shoe Machinery Corp., Boston, Mass.	6 & 52
Vamos, Alfred, New York, N. Y.	70-71
Vulcan Corporation, Portsmouth, O.	1
Walton, A. G., Co., Boston, Mass.	64
Wizard Co., St. Louis, Mo.	51

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THE BIGGEST NEWS IN SHOES!

EXTRA
The News
EXTRA
Racine JOINS HANDS WITH Holland
GREATER SHOE VALUES -NEW STYLE LEADERSHIP SEEN IN MERGER OF TWO OLD ESTABLISHED FIRMS

BE SURE TO SEE US AT THE FAIR!

You bet, we'll be at the shoe show! Mark your calendar now—January 3 to 6. Cancel all conflicts and come to Chicago. You'll find us at headquarters, Hotel Stevens. Be sure to call at BOTH our exhibits—Holland Shoe Co. Division in rooms 563A and 564A; Racine Shoe Mfg. Co. Division in 533A and 534A. See what our combined lines offer you in snappy styling and superb values. Be sure to see the splendid sales volume represented in our brand-new McCoy line of popular-priced shoes. They're the "Real McCoy." Let's be seeing you.

● As the New Year of 1939 opens, a new era opens for dealers in Holland and Racine shoes. Effective January 1, the Holland Shoe Co. and the Racine Shoe Mfg. Co. will merge. Both plants will continue in full operation. Both lines will be continued under their own brands. All the experience and prestige built by both companies from their founding at the first of the century will be concentrated behind every Holland and Racine dealer.

With doubled resources for research, design and production will come still more striking shoe values . . . still more advanced styling . . . still more aggressive advertising to attract the cream of shoe custom to the doors of Holland-Racine dealers. If you are not already selling one or both of these outstanding lines, write us today; there may be an opportunity for you to share the greater New Year that this merger will make of 1939.

HOLLAND-RACINE SHOE CO.

HOLLAND, MICHIGAN ★ RACINE, WISCONSIN

Whites by Ohio

KAFFORITE

A light weight calf for top grade women's shoes. No. 536

WASHETTE

The original and finest washable calfskin — smooth and boarded. No. 800

KOZY CALF

A light weight leather for medium grade women's shoes. No. 736

KOZY SUEDE

White! thru-white, beautiful and velvety for smart feminine creations.

DRESSY SPORT

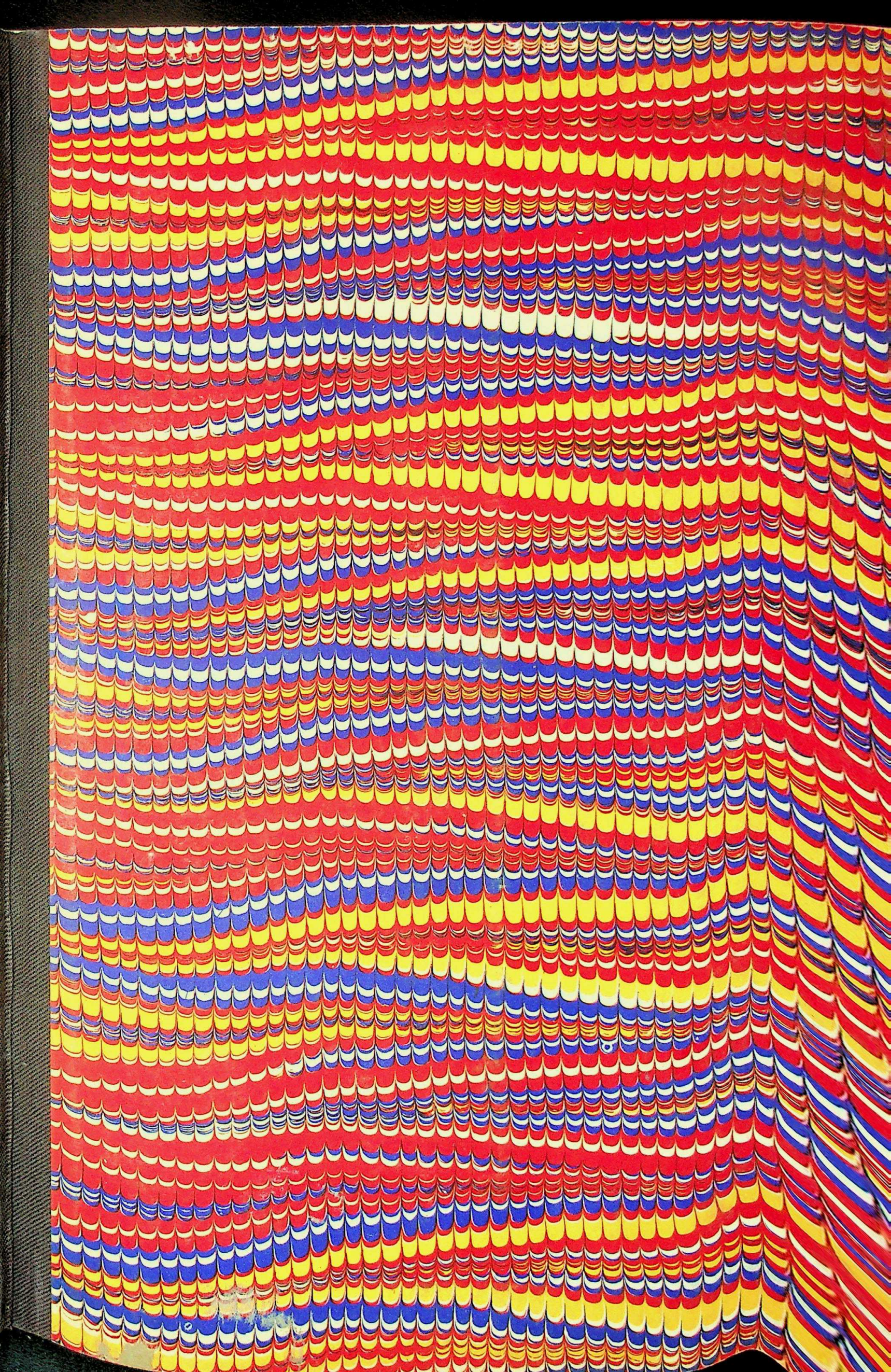
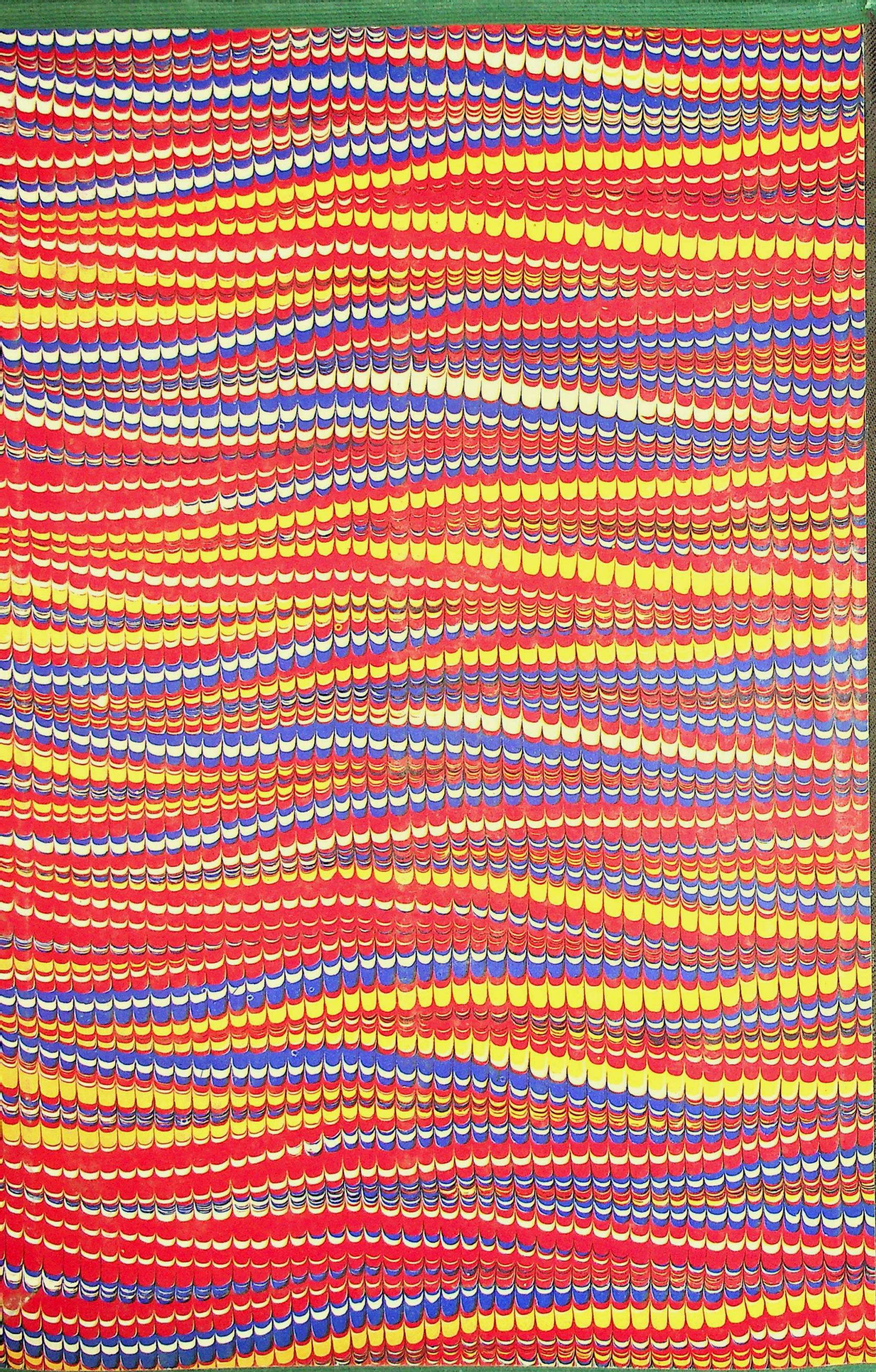
A boarded men's weight leather for street and sport —also for women's unlined styles. No. 436

GARDENIA CALF

A special tannage in cream —for trim with suede or genuine buck. No. 575

CREATIONS IN CALF by Ohio

A COMPLETE SERVICE IN FINE CALF LEATHERS

THE OHIO LEATHER COMPANY GIRARD, OHIO

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